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Vol. 10 • No. 4

WASHINGTON, D. C.
FEBRUARY 15, 1936

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(322 Pages)

Was mailed to all subscribers February 14-15

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The 1936 Year Book, among other features, contains the following directories and tabulations important in the daily routine of every advertising agent, radio advertiser, program builder, broadcast executive, etc.:

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(By call letters, frequencies and states, with executive, sales, program and engineering heads, with local addresses, telephone numbers, etc.)

National and Regional Networks
(With personnel, rate cards, lists of accounts and agencies, etc.)

Advertising Agencies Handling Radio Accounts
(With addresses, phone numbers, radio personnel)

Radio Outline Map of the United States
(Showing all cities having radio stations)

Cumulative List of National and Regional Advertisers Using Radio

Station Representative Directory

Newspaper Ownership of Radio Stations

Directory of Transcription, Recording, Program and Talent Services

Station Subscribers to Press Association Services

Stations Accepting and Rejecting Liquor Accounts

Radio Editors of U. S. and Canadian Newspapers

Directories of Radio and Advertising Associations, Market Research Organizations, etc.

Directories of Consulting Engineers, Radio Attorneys, etc.

Bibliography of Radio Literature

Executive, Staff and Field Personnel of FCC

Text of Communications Act of 1934; also FCC Regulations

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Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

"You must have a copyright, Mr. F J & F!"

DESPITE all the talk about ownership of various assets, these days, we still hear very few people disputing the fact that F J & F gives the *best service* in the radio-representative field.

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WCSC		Charleston	WDRC	(CBS)	Hartford	WPTF	(NBC)	Raleigh
WIS	(NBC)	Columbia	WKZO	(MRN)	Kalamazoo	KTSA	(CBS-SBS)	San Antonio
WAIU		Columbus	WNOX	(CBS)	Knoxville	WDAE	(CBS)	Tampa
WOC	(CBS)	Davenport	KOMA	(CBS-SBS)	Oklahoma City	KTUL	(CBS)	Tulsa
WDAY	(NBC)	Fargo	WMBD	(CBS)	Peoria	KALE		Portland
KTAT	(SBS)	Fort Worth						

and

Southwest Broadcasting System

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 4 WASHINGTON, D. C., FEBRUARY 15, 1936 $3.00 A YEAR — 15c A COPY

NAB Board Seeks Own Source of Music

By SOL TAISHOFF

Special Copyright Session Adopts Measures Looking Toward Solution of Problem; Baldwin Drafts Plan to Lease Rights

A NEW COURSE of action toward solution of the copyright issue, including possible creation of a music supply within the broadcasting industry to insure an industry-controlled reservoir free from the restraints of outside groups, was charted at the NAB board meeting in Chicago Feb. 3. Network and "independent" station board members, however, still failed to see eye-to-eye and the recriminations of past sessions between these groups were again evident.

It can hardly be said that anything of a concrete, binding nature was done that indicates concessions on either side toward a solution. Instead the board upon recommendation of Managing Director James W. Baldwin adopted a series of resolutions making possible a vigorous attack upon the problem that has harassed the industry perhaps more than any other in its history. Several other recommendations offered by Mr. Baldwin deemed of a highly controversial and inflammatory nature, were voted down.

As was expected, it was fight from the opening gavel of the meeting, with networks pitted against independent stations on the questions of allegedly discriminatory contracts of NBC and CBS with ASCAP, and on related questions that have caused a schism in the industry such as the so-called newspaper contracts with ASCAP.

Infringement Suits

EVEN while the board was in session, Warner Bros. publishing houses exploded an $895,000 alleged infringement suit against CBS and its affiliated stations, and then on the following day, filed another of $995,000 against NBC on 199 counts. Thus far the Warner houses have filed more than two dozen suits, seeking maximum damages of nearly $3,000,000 against the networks and individual stations, mainly in the New York area. More suits are in the offing, it was announced.

Of greatest significance was the board's approval of the Baldwin proposal that the "need" for setting up a music supply within the industry "be recognized". This envisages a revival of the now defunct Radio Program Foundation created by the NAB four years ago which failed even to approach the mark set for it in ultimately procuring a music supply.

Under the board action Mr. Baldwin will draft and submit a detailed plan to set up a corporation to purchase, sell, lease and license performing rights, compile and distribute information on availability of copyrighted music, procure foreign as well as domestic copyrights and set up an open pool. If necessary the corporation also would publish music. Mr. Baldwin already has begun work on the plan. In another resolution, he was authorized to hire counsel and other assistants. He probably will retain specially qualified people.

Mr. Baldwin has in mind a commercial, profit-making corporation rather than a wholly-owned NAB subsidiary such as was the Radio Program Foundation. Stock would be sold to finance it and its long-range objective would be to set up the kind of commercial music organization with which broadcasters can readily deal for their advertising clients and for themselves without being subjected to the arbitrary demands of combines such as ASCAP.

In about six weeks (April 1), Mr. Baldwin hopes to have his plan completed. He will then seek another meeting of the board. The action of the Feb. 3 meeting did not authorize him to set up the corporation but specifically provided that the plan would require action of the board itself.

Mr. Baldwin's Report

WHEN the Feb. 3 meeting was called to order 15 board members and Mr. Baldwin were present. Absent were Vice President Charles W. Myers, KOIN, Portland, who was snowbound; Vice President Edward A. Allen, WLVA, Lynchburg, Va., due to pressure of other business; Treasurer Isaac D. Levy, WCAU, Philadelphia, vacationing in Florida, and Alfred J. McCosker, WOR, Newark.

The meeting opened with the reading of a strongly-worded report by Mr. Baldwin, 21,000 words long, which required nearly three hours to complete. In it he recounted the history of copyright negotiations from 1926 to the present. Comment on alleged actions of the networks were sharply critical. ASCAP was condemned for its arbitrary and high-handed dealings.

The first recommendation offered by Mr. Baldwin was that he be authorized to print and distribute the document, together with a statement of the board's action on it, to NAB members and to "such other persons" as he believed have a legitimate interest in it. That was adopted by a split vote.

Harry C. Butcher, CBS Washington vice president, however, declared he might desire to submit a "minority" report to the membership.

He said that Mr. Baldwin's report had the effect of making the networks the "goat". "Political activity" within the NAB last spring and summer, he asserted, had resulted in many stations receiving "unwise" advice against signing the ASCAP five-year contracts with no increase in cost, as had been done by the network-owned stations and by some 30 others. Moreover, Mr. Butcher argued that parts of the Baldwin report were open to challenge as to fact and "certainly as to interpretation" and that the whole tenor was "vindictive against persons who had conscientiously acted in good faith for the industry."

Mr. Butcher contended that the "net result" of the copyright negotiations since the impasse of Dec. 31 is that broadcasting stations are paying more for their music than ever before.

The network defense was borne by Mr. Butcher along with F. M. Russell, NBC Washington vice president, and William S. Hedges, manager of NBC owned and operated stations. There were repeated pleas for unity, with the clear inference on behalf of the networks that the effort now is for a constructive solution, rather than "rattling the bones of corpses of the past."

There was contention over the Warner Bros. withdrawal from ASCAP which developed Dec. 31 and threw the industry into turmoil. Network representatives maintained they are getting along

Warner Publishing Houses Ask Millions In Damages for Alleged Infringements

AFTER FILING a dozen or so suits for alleged infringements of its musical compositions by stations which refused to accept its license terms Warner Bros. publishing houses fired their heavy legal artillery this month, running up infringement claims of nearly $3,000,000 against CBS, NBC and certain independent stations in more than a score of suits.

In each case the Warner houses are asking maximum damages of $5,000 per alleged infringement. The law carries a minimum innocent infringement provision of $250. All of the cases are pending in the Federal Court, Southern District of New York, in which the government anti-trust suit against ASCAP also reposes.

Warner opened its new barrage Feb. 3 when its subsidiary, Remick, filed suit for purported infringement of the tune *Some Sunny Day*, over 68 CBS stations emanating from WCAU, Philadelphia, on Jan. 25, and *That Old-Fashioned Mother of Mine* over 66 CBS stations, emanating from WJR, Detroit, on Jan. 23. The damages sought at $5,000 for each alleged station performance aggregate $635,000. This suit, it was reported Feb. 10 by CBS, was withdrawn.

On the following day Harms Inc., filed suit seeking total damages of $895,000, for the networks' alleged infringement of *Chansonette*, broadcast over 89 CBS stations on Jan. 18. Warner announced that it seeks damages at the rate of $5,000 "for each of 179 individual infringements, as well as an accounting of the profits." It stated also that papers for further claims to be filed are now in process of preparation.

KMTR, Hollywood, was made defendant in a suit brought in Federal Court, Los Angeles, Feb. 6, by Harms Inc., seeking $40,000 damages. The plaintiff avers the station played four musical compositions publicly and without the consent of the copyright owners. The numbers were *Oh, Lady, Be Good, Old Fashioned Love, You Let Me Down* and *Where am I.*

Suit Against NBC

THEN, on Feb. 10, it loosed the largest single suit—against NBC—seeking damages of $995,000 and an accounting of profits for alleged infringement of 199 separate performances of a Witmark copyright number entitled *Painting the Clouds With Sunshine.* It claimed

(*Continued on page 42*)

better than ever without Warner music; that the part radio plays in popularizing music is indicated in the fact that there hasn't been a Warner "hit" tune since the networks stopped playing Warner music; that the infringment suits will be defended by ASCAP under its guarantee to networks and will take at least two years to adjudicate, and that stations which did sign with Warner are simply paying about $200,000 more on a yearly basis for the music they had when Warner was in ASCAP.

On the other hand the independent board members, obviously in the majority on fundamentals, continued to cling to the view that the industry was wronged by the networks when they negotiatd their extensions with ASCAP last summer and committed all stations on networks to signing five-year extensions. They also argued—and adopted over network opposition—a resolution that, in the case of network programs, the NAB declares itself in favor of clearance of copyright at the source so that only the originating station will be held responsible for infringement and affiliates will be under no obligation to secure licenses for such programs or bear infringement penalties.

Per Piece Method

THERE was no discordant voice on ultimate working out of a "per piece" method of compensation in lieu of the present 5% of gross plus sustaining fee being paid to ASCAP by the great bulk of stations. In 1935, ASCAP derived some $3,000,000 from these contracts.

Reaffirmed was the resolution favoring "per piece" adopted at the last three NAB conventions. The board also accepted, approved and ratified the actions of Mr. Baldwin and his advisory committee in the grueling eleventh hour negotiations with ASCAP for extensions of contracts after last Dec. 31 and the working out of the temporary Warner arrangement which looks toward an eventual "per piece" method of compensation.

Under the heading "Policies with Respect to Copyright" the board adopted five of the recommendations advanced by Mr. Baldwin, but rejected four others with barbed shafts for the networks. The first of these reaffirmed the "per piece" resolutions of past NAB conventions.

The second read: "That all discriminations in license agreements in respect of commercial stations be declared wrongful and against the best interests of the broadcasting industry and of the public, and such discriminations should be done away with."

In its original form this recommendation made specific references to the network contracts, to that procured by Treasurer Levy for WCAU (payment of percentage on programs using ASCAP music only, minus sales commissions) and to the newspaper form of contract, under which stations paid a guarantee of four times their sustaining fee, arbitrarily set.

The third recommendation adopted dealt with the clearance of copyright on network programs by the networks and the fourth declared that the action of ASCAP in refusing to reduce its fees by an amount corresponding to the

(*Continued on page 43*)

Suits Filed by Warner Bros. Publishers

	Song	Suit Filed	Damages Sought
Remick vs. WOR	*My Isle of Golden Dreams*	Jan. 27	$5,000
Remick vs. WOR	*I Wanna Bounce Around With You*	Jan. 31	$5,000
Harms vs. CBS	*I Get a Kick Out of You*	Jan. 17	$5,000
Harms vs. CBS	*Chansonette*	Feb. 4	$895,000
Witmark vs. WMCA	*I Like Mountain Music*	Jan. 17	$5,000
Remick vs. WMCA	*My Buddy*	Jan. 21	$5,000
Remick vs. WMCA*	*Avalon*	Jan. 23	$5,000
Harms vs. WHN	*I Like Mountain Music* and *There's a Shanty in Old Shanty Town*	Jan. 31	$10,000
Witmark vs. WHN†	*I Like Mountain Music*	Jan. 17	$5,000
Remick vs. WHN	*Put on Your Old Gray Bonnet*	Jan. 31	$5,000
Witmark vs. WHN	*Not Bad*	Jan. 31	$5,000
Remick vs. NBC	*Put on Your Old Gray Bonnet*	Jan. 17	$5,000
Remick vs. NBC	*Memories*	Jan. 23	$5,000
Harms vs. NBC	*Where Am I (Am I in Heaven?)*	Jan. 23	$5,000
Witmark vs. NBC	*Painting the Clouds With Sunshine*	Jan. 23	$5,000
Witmark vs. NBC	*Blue Night*	Jan. 27	$5,000
Remick vs. NBC	*Congratulate Me* and *Then You're Never Blue*	Jan. 27	$10,000
Remick vs. WNEW	*Canadian Capers*	Jan. 21	$5,000
Witmark vs. WIP	*Lullaby of Broadway*	Jan. 21	$5,000
Witmark vs. NBC	*Painting the Clouds With Sunshine*	Feb. 10	$995,000
Remick vs. WMCA	*Chinatown My Chinatown; Cryin' for the Carolines; Nagasaki* and *I Wanna Bounce Around With You*	Feb. 7	$20,000
Witmark vs. WNEW	*I Like Mountain Music*	Feb. 7	$5,000

* Sally's Studio Inc., New York, is a codefendant.
† Schenley Products Co., and William H. Rankin, New York advertising agency, are codefendants.

Kobak Joins Lord & Thomas; Witmer Takes His NBC Post

No Other Changes at Network Expected at Present; Kobak Fulfills Desire to Enter Agency Field

Mr. Kobak

EDGAR KOBAK, for the last two years NBC vice president in charge of sales, has resigned effective March 15 to join the New York staff of Lord & Thomas as vice president. His duties will be assumed by Roy C. Witmer, vice president in charge of sales operations, with no other changes in the department immediately contemplated.

The resignation of Mr. Kobak, the departure of Vice President Richard C. Patterson Jr. for a three-week vacation in Florida and the Chicago visit Feb. 14 of President Lenox R. Lohr in company with Board Chairman David Sarnoff gave rise to many rumors and reports regarding radical shakeups in the NBC organization, practically all of which are dismissed in official sources as unfounded.

Mr. Witmer

Mr. Kobak's intention to resign to enter the agency field was reached before Mr. Lohr became NBC's president on Jan. 1, succeeding M. H. Aylesworth, now chairman of the board of RKO and vice chairman of NBC. Although Lord & Thomas, making the official announcement Feb. 11, gave out no details, it was learned reliably that Mr. Sarnoff sought to persuade Mr. Kobak to remain but was unsuccessful in view of Mr. Kobak's long-cherished ambition to enter the agency field.

The resignation, it was learned, has been the subject of conferences involving not only Mr. Sarnoff and Mr. Lohr but Albert D. Lasker, chairman of Lord & Thomas, and Sheldon Coons, vice president in charge of the agency's New York office. Lord & Thomas handles the advertising of RCA and its subsidiary companies, including NBC. Mr. Kobak expects to wind up his NBC duties sometime before March 15, and expects to take a short vacation before joining Lord & Thomas on that date.

Vice President Patterson's resignation has been the subject of constant rumor since President Lohr assumed office, but is denied in official quarters, although many of his duties as executive vice president are known to have been taken over by Mr. Lohr.

Mr. Lohr accompanied Mr. Sarnoff to Chicago where the latter on Feb. 14 was scheduled to speak on "American Communications and Democracy" before the Third Annual Woman Congress being held there under the auspices of the *Chicago Tribune*. Mr. Lohr on Feb. 11 was in Washington as a dinner guest of President Roosevelt, after which he joined the RCA chief for the Chicago trip.

At Chicago they were to discuss NBC company matters with Niles Trammell, NBC western division vice president, which gave rise to reports that Mr. Trammell might be offered the post vacated by Mr. Kobak. This also was officially denied and it was deemed entirely unlikely that Mr. Trammell would be transferred to New York in any capacity.

The Kobak resignation is effective almost two years from the time he joined NBC on March 20, 1934, after having served with the McGraw-Hill publishing houses for many years. Now 41, he was a vice president of McGraw-Hill when he was 30 and was its managerial head when he resigned to join NBC. A native of Chicago and a former electrical engineering student at Georgia Tech, his rise in the advertising field has been swift due to his unusual sales ability which won him high praise during his two years with NBC. He was president of the Advertising Federation of America for two years and is now serving his second term as chairman of the AFA board.

Taggart Negotiates To Acquire WFBM

Reports of Other Transfers Are Heard in Many Sections

NEGOTIATIONS practically have been completed for the sale of WFBM, Indianapolis, by the Indianapolis Power & Light Co. to Thomas D. Taggart, member of the Democratic National Committee, and president of the French Lick Springs (Ind.) hotel. While mention of price has not yet been made it is reliably reported that most details have been cleared and that an application for assignment of the station's license will be filed shortly with the FCC.

Activity in station sales and negotiations during recent weeks has been rather brisk. WOWO, Fort Wayne, Ind., now has an application pending for transfer to Westinghouse, and an application will be filed shortly for assignment of WTIC, Hartford, from Travelers Insurance Co. to Cherry & Webb, Providence, R. I., department store owners who operate WPRO.

It also has been reported that the Southwest Broadcasting System might be turned over to new owners, including the six stations owned by the group, but this was denied by Lee Armer, president. Reports of offers for WEEI, Boston, owned by the Commonwealth Edison Co., also were heard but were refuted officially. More than a year ago Hearst radio interests had endeavored to procure the station, and the recent reports were that Joseph P. Kennedy, former chairman of the Securities & Exchange Commission, had bid for the station for undisclosed backers.

Mr. Taggart, son of the late Democratic leader in Indiana, is a native of Indianapolis, where he was born 50 years ago, but he resides at his hotel at French Lick. He is director of the American National Bank of Indianapolis and was a member of the District Recovery Board of NRA.

WFBM is an affiliate of CBS, operating on the 1230 kc. channel with 1,000 watts night. It is managed by R. E. Blossom, and represented by Edward Petry & Co.

Among other sales pending is that of WMAL, Washington, by the estate of the late M. A. Leese, to Hearst Radio Inc. Now operated under a lease by NBC, the station's sale is tied up in litigation, pending in the District of Columbia Supreme Court, brought by certain of the heirs to the estate. An agreement to sell at a stipulated figure had been reached with Hearst Radio about a year ago.

Reports relating to the Southwest were that the owners of the *Oklahoma City Oklahoman*, which operates WKY, Oklahoma City, and KLZ, Denver, had discussed possible purchase of the network along with other parties. Mr. Armer, however, declared that reports of the sale were "absolutely untrue".

Dresden Is Named As KHJ Manager

Willet Brown Named Assistant In Management of Don Lee

APPOINTMENT of Owens Dresden, commercial manager of KFRC, San Francisco, as manager of KHJ, Los Angeles, key station of the Don Lee Broadcasting System, was announced Feb. 7 by Thomas S. Lee, Don Lee president. Mr. Dresden succeeds C. Ellsworth (Dick) Wylie, who has resigned, effective March 1, as general manager of Don Lee.

Mr. Wylie has not yet announced future plans. It is reported that he is being considered for the management of KFI, Los Angeles, NBC-outlet. The managership has been vacant since the death of Arthur F. Kales several weeks ago.

The new KHJ manager is well-known in Pacific coast radio. For the last eight months he has been commercial manager of KFRC, Don Lee San Francisco station, and before that was manager of KMTR, Los Angeles. For more than a decade he has been identified with advertising agency work in practically every major city along the coast.

"I deeply appreciate the trust placed in my hands by this appointment," Mr. Dresden said, "and I accept the responsibility, as well as the honor of guiding the destinies of this key station of the Don Lee System, fully mindful of the fact that the eight California stations in this network address their message of entertainment, culture, education and information to one of the richest markets in the world. It is my firm belief that the System, already nationally recognized for its listener popularity and thorough coverage of this great area, will in the future play an increasingly important role in Pacific Coast broadcasting."

Mr. Wylie joined Don Lee in October, 1932 as manager of KGB, San Diego. Two months later, he was made general manager and general sales manager of the network. Before entering radio he had been a reporter in San Francisco, vice president of Emil Brisacher & Staff Adv. Agency, in San Francisco, and vice president and associate publisher of *Game & Gossip* magazine.

Willet Brown, for the last two years on the KHJ executive staff, has been appointed assistant manager of KHJ.

MBS Adds Directors

THREE officials of the Crosley Radio Corp., operating WLW, Cincinnati, were elected to the board of directors of the Mutual Broadcasting System at its recent annual meeting. They are Powel Crosley, Jr., president of WLW, and Louis M. Crosley and John L. Clark, also of the WLW organization. The other directors re-elected are W. E. Macfarlane, E. M. Antrim and Ed Wood Jr., of WGN; A. J. McCosker, Theodore C. Streibert and Jack I. Strauss, of WOR, and Fred Weber, of MBS. Officers were reelected with the following changes: Mr. Streibert was elected first vice president, and the office of treasurer was added to the duties of Mr. Antrim, who is also executive secretary.

Year and Yearbook: An Editorial

AT ABOUT the time that you, our subscribers, are reading these columns, the postman should be delivering to you the 1936 Yearbook Number of BROADCASTING—our most ambitious effort to date. This 322-page volume of directories and reference material provides, we believe, the most thorough and accurate compendium of data on broadcasting as a business ever made available between two covers. It represents careful research and compilation over a period of several years, and it is about 50% larger in editorial and advertising content than our first Yearbook of 1935.

This increase in the size of the book is but a reflection of the growth of the broadcast advertising field, whose total 1935 time sales volume of upwards of $87,500,000 represented a 20% gain over 1934. We are naturally proud of the fact that our first Yearbook's cordial reception last year by the advertising fraternity enabled us to keep pace with our rising industry, as indicated in the increased volume of advertising the 1936 Yearbook is carrying. Editorially, we have bent every effort to make the Yearbook all-inclusive in scope and as authentic a record as human ingenuity could make it.

Extremely significant is the statistical review of the 1935 business of broadcasting compiled for us by Dr. Herman S. Hettinger, which along with the increased size of the various directories, reflects the amazing growth of the industry last year. Advertisers and agencies showed a greater appreciation of the versatility of radio as a medium, as evidenced especially in the greater use of non-network and regional network advertising, for tasks such as bolstering weak markets, developing advertising campaigns to fit market contours and applying special pressure at particular seasons.

The wider use of radio for advertising is also reflected in the growing volume of miscellaneous business and in the rising proportion of total gross time sales represented by other than convenience goods. Noteworthy also is the marked rise of radio advertising by higher priced articles such as automobiles, housefurnishings and clothing.

General developments within the medium seem to presage greater economic stability than hitherto enjoyed. Several trends seem to confirm this view. The more rapid growth of broadcast advertising other than that over the national networks reflects a wider dispersion of the broadcast advertising dollar, and it seems likely this trend will continue throughout 1936. The local broadcast advertising growth during the last year (26% over 1934) is particularly encouraging because of its probable salutary effect on the revenues of the smaller stations and those not affiliated with networks.

The marked rise in local station volume and the development of broadcast advertising in the South both are trends which should contribute to the improved economic position of the industry as a whole. It would seem, therefore, that the broadened economic base, so necessary to the ultimate development of broadcasting, is beginning to come into being to at least some degree.

Rendition trends also are highly significant. The rise of live talent advertising volume can mean but one thing: That an increasing number of stations have reached a point where the skill of their staffs and the standard of their facilities make possible the production of a quality of program acceptable to national and regional advertisers. The development of local transcription volume also presages improved program standards and service. The lag in announcement revenues, as compared with 1933, indicates that time and facilities are being sold to an increasing degree and that relatively less attention is being paid to the smaller units of sale.

Full NAB Session on Copyright Status Unlikely Before the Summer Convention

PRELIMINARY plans for the 14th annual convention of the NAB to be held in Chicago this summer were considered by James W. Baldwin, NAB managing director while in that city on Feb. 4 and 5. Simultaneously it was indicated following the special NAB board meeting in that city Feb. 3 that there will be no special membership meeting of broadcasters for consideration of the copyright problem prior to the convention.

While the NAB board designated the latter part of July as the time of the convention, leaving the definite date to the NAB executive committee of three, there is now the possibility that it will be held perhaps a month earlier. The political conventions and other commitments of leading hotels in the city may necessitate a change in date. The executive committee, which will make the final decision, consists of President Leo J. Fitzpatrick, Treasurer Isaac D. Levy and Managing Director Baldwin.

Mr. Baldwin surveyed the facilities of hotels in Chicago for the convention, but made no decision, pending determination of a definite date. The convention, as usual, is planned to begin on a Monday and run for three days, with registration and the golf tournament on the preceding Sunday.

The NAB board at its Feb. 3 meeting felt the need for a special membership meeting at this time has largely disappeared. The question may arise again at a board meeting on the copyright situation which probably will be prior to April 1, but unless some unforeseen contingency develops there will be no call for an extraordinary membership session.

STANDARD BRANDS TO TOP NBC LIST

STANDARD BRANDS Inc. in July will launch its fifth radio program over NBC, promoting Royal Gelatine with Frank Fay as talent. Fay is signed for a 15-week build-up on the Fleischmann-Rudy Vallee hour, a program he has appeared on since last December.

With the introduction of the fifth program, Standard Brands probably will jump into top place as the largest NBC account. *One Man's Family*, heard over NBC-WEAF, is currently promoting Royal Gelatine and Chase & Sanborn tea but in April this program will be devoted exclusively to advertising the latter item. When the Fay program takes the air Royal Gelatine will have a program all its own, a half-hour evening show.

Standard Brands has always used NBC for its radio advertising and ranked third in NBC billings last year, being topped only by Proctor & Gamble and General Foods Corp. Frank Fay is the latest radio star to emerge from the Rudy Vallee variety hour. Other stars who got their air break on this program are Joe Penner, Helen Jepson and Bob Burns.

J. Walter Thompson Co. is the agency handling all Standard Brands' advertising with John U. Reber, vice president in charge of radio, supervising all talent and production work.

Programs now on the air and sponsored by Standard Brands follow: *Maior Bowes' Amateur Hour* (Chase & Sanborn coffee), NBC-WEAF, Sundays, 8-9 p. m.; Robert Ripley and Ozzie Nelson's orchestra (Fleischmann Yeast *Bakers' Broadcast*), NBC-WJZ, Sundays, 7:30-8 p. m.; *One Man's Family* (Chase & Sanborn tea, and Royal Gelatine), NBC-WEAF, Wednesdays, 8-8:30 p. m.; and *Rudy Vallee Variety Hour* (Fleischmann's Yeast) NBC-WEAF, Thursdays, 8-9 p. m.

Insull Files for Charter For Network in Midwest

APPLICATION for a corporation charter was filed in Springfield, Ill., Feb. 8 by the Affiliated Broadcasting Co., network of low-powered Midwest broadcasting stations now being organized by Samuel Insull, former public utility magnate. While Mr. Insull continues to maintain his policy of silence regarding his lineup of stations, the act of applying for a charter is believed to indicate progress towards a completed organization.

Additional indications that the ABC is preparing to take its place in the radio picture are evidenced by the appointment of George Roesler as sales manager of the network and of Gene Fromherz as sales promotion manager. Mr. Roesler last year formed his own station representative organization and will continue to act as sales representative for his list of stations apart from his activities for the new network. Mr. Fromherz has been associated with The First United Broadcasters, Chicago advertising agency specializing in radio.

RAY WALDRON, who presented the *Sports Review* over WAAF, Chicago, for the past two years, died Feb. 2, from pneumonia.

Government Funds To Aid Community Stations Proposed

WPA and FHA Said to Ponder Loans for New Facilities

VISIONARY plans under which "community broadcasting stations" would be established through funds made available by the Works Progress Administration and the Federal Housing Administration, New Deal relief agencies, have been advanced to municipalities throughout the country.

The availability of such funds was stressed in a detailed report of Federal Research Associates, a private information service published in Washington, and sent to chambers of commerce, mayors and other civic officials and organizations. The whole project, however, was discredited by officials of FHA, and so far as could be learned did not have the endorsement of Harry Hopkins, WPA administrator.

Following release of this information, BROADCASTING checked at the FCC and learned that officials there had no knowledge of the project and did not impart any information indicating that licenses could be procured by municipalities with any degree of ease. At the WPA and FHA, however, it was ascertained that the matter had been gone into by subordinates and it was felt that the laws under which they functioned would, under certain conditions, permit advancement of funds for construction, assuming that operating licenses could be procured from the FCC.

Source of Information

THE LETTER, sent out by Marvin Cox, director of the information service, did not quote any high officials in any of the three agencies. Mr. Cox, interrogated by BROADCASTING, asserted that at least one such loan from WPA already had been made. It is known that Federal funds were advanced to WNYC, New York City municipal station, for new studio and technical facilities.

Mr. Cox said the matter had been discussed with an "engineer" of the WPA and with certain other employes, but apparently was in no wise approved by the directing heads. In the case of WPA, funds can be advanced only for employment relief and not for materials, while the FHA can guarantee loans made for materials by a private financial institution.

So far as known no applications for funds in line with the suggested procedure have been made as yet. Herbert L. Pettey, FCC secretary, whose name was mentioned as the source of information on FCC procedure, declared he had received no applications. At WPA it was stated that applications first would be made with regional administrators in the field and that thus far none had cleared through headquarters.

L. A. Gignilliat, deputy administrator of FHA, whose name also was mentioned, declared Feb. 5 that no applications involving radio loans had cleared through his office as a result of the letter. Moreover, it was stated officially in behalf of FHA that it is not

(Continued on page 31)

COCK-A-DOODLE-DOO

Plymouth Rock Rooster, as NBC Daytime Sales Symbol, Tactfully Emits Cheer for Mr. Lohr

THAT NBC sales executives believe in realism when it comes to sales, was denoted at a 7:30 a .m. breakfast meeting of 70 executives and salesmen of the company held Feb. 3 in Radio City. The breakfast started when the NBC broadcast day began. Obviously the occasion was a pep meeting on the sale of daytime hours over the two NBC networks.

With plenty of ammunition on hand to show the effectiveness of daytime hours, the unique meeting was launched by Edgar Kobak, NBC vice president in charge of sales. Symbolic of the new daytime campaign was a giant Plymouth Rock rooster, which was permitted to strut about the Rainbow Room in the RCA building during the session. The rooster, it appears, will be the art theme used by NBC in its daytime sales campaign.

The high spot of the session came when Lenox R. Lohr, new NBC president, was presented to the meeting and delivered a short talk. While the exact quotes are not available, it is reported that

He Knew When to Crow

President Lohr pointed out that the sales department, after all, is the most important department of the network, since through its efforts the payroll is met. At this point the rooster let loose a prodigious "cock - a - doodle - do" that rang through the rafters. Mr. Lohr was unable to continue until the rooster had been smothered with a table-cloth.

After Three-year Hearing Brooklyn Case Is Ordered To Start All Over Again

AN ENTIRELY new hearing on the so-called "Brooklyn case" pending before the FCC and its predecessor Radio Commission for three years was ordered Feb. 5 by the FCC, meeting in full session. Action was taken after petitions for rehearing had been filed by the three stations which finally had been ordered deleted — WLTH, WARD and WVFW—but the decision to reopen was not based on granting of these petitions.

At its meeting on Feb. 10, the FCC set the hearing date for April 6 in Washington. A week or ten days, it is expected, will be required to complete the hearing.

New information had come to the FCC that the Jewish-language newspaper *The Day*, published in New York, had purchased 51% of the stock in WLTH and WARD. The Veterans of Foreign Wars also had formally notified the FCC earlier of the assumption of control of WVFW. The FCC had ordered that these stations be deleted as of Jan. 22, with one-half time on the 1400 kc. channel to be awarded to WBBC, the fourth time-sharing station, and the other half to the *Brooklyn Daily Eagle*.

In announcing its decision, the FCC said that present licenses of the four existing stations had been extended indefinitely but not beyond the expiration of the present license period May 1, 1936. This was the fourth postponement of the effective date for deletion of the three stations, the last having been until Feb. 6. Then the FCC said it had ordered the case opened "de novo" before the FCC en banc, which means from the very beginning as a new hearing.

The Brooklyn case has had repercussions in Congress and has been one of the most bitterly fought issues in the history of radio regulation.

National Railroad Campaign Studied

Arthur Kudner Inc. Engaged in Research for Industry

PLANS of the Association of American Railroads for a national advertising campaign, ending a long period of advertising abstinence, probably will require several months to crystallize, it was indicated at Arthur Kudner Inc., advertising agency designated to handle the projected campaign.

J. W. Millard, director of research for Kudner, has been spending some time in Washington accumulating material for the evolution of the plan. J. J. Pelley, president of the association, is in immediate charge and has been discussing plans for the industry campaign with an advisory board including prominent figures in American railroading.

Meeting Competition

WHILE little is known of the tangible plans, the Pelley board, prior to the appointment of Kudner, gave serious consideration to a nation-wide network series as the nucleus of the advertising effort, having in mind a musical program with an institutional type of advertising paralleling the General Motors and the Ford Motor series.

Railroads, generally, have been laggard in their advertising in recent years, with the notable exception of the Chesapeake & Ohio, which has been using radio extensively in its passenger territory, plus certain class publications. The new project would revive promotion activities of all roads, it is felt, in an effort more effectively to meet competition of buses and airlines.

CITIES SERVICE Co., starting its tenth consecutive year on NBC, on Feb. 28 will broadcast its 500th program.

Income From NBC Third of RCA Total

Recapitalization Plan Subject To Stockholders' Approval

WITH announcement of a proposed plan of recapitalization for the Radio Corporation of America, which was approved by the RCA board, subject to approval by stockholders, David Sarnoff, the company's president, on Feb. 1 disclosed that RCA's gross income from operations was $87,563,646 during 1935, an increase of 13.3% over the 1934 gross of $77,300,112. It was estimated that net income will amount to $5,100,000 for the year, an increase of approximately $850,000 over 1934. Final figures are subject to an audit now in progress.

Although the preliminary report did not break down revenue by subsidiary sources, the growing importance of NBC as a revenue source is indicated by year-end figures which showed NBC grossed more than $30,000,000 from time sales during 1935 and thus accounted for nearly one-third of RCA's revenues. The parent company's biggest income source, presumably, is RCA Mfg. Co., manufacturing subsidiaries. NBC net figures have not yet been made public.

Plan of Capitalization

THE new plan of capitalization was evolved by Joseph P. Kennedy, former chairman of the Securities & Exchange Commission, retained recently by the RCA board to make a study of its capital structure and submit recommendations. The plan will be submitted to RCA stockholders at a special meeting to be held April 7, and may be summarized as follows:

1. The borrowing of $10,000,000 from seven banks at 2½% annual interest for five years, repayable in whole or in part at any time prior to maturity, in order to maintain working capital at an appropriate ratio to business turnover.
2. The retirement of all the outstanding Class A preferred stock for cash at the callable price of $55 a share, requiring $27,257,835, and accrued dividends.
3. The exchange of each share of Class B preferred stock, including all accrued dividends at present amounting to $21.66 a share, for a block of securities consisting of one and one-fifth new first preferred shares and one common share.

Trade Commission Action Involving Radio Accounts

THE Federal Trade Commission announces the following actions involving advertisers using radio:

Cal-Aspirin Corp., Chicago, ordered to cease claiming that Cal-Aspirin contains certain therapeutic properties lacking in ordinary aspirin, that it is less toxic, is more efficient; Pratt Food Co., Philadelphia (dairy feed) ordered to cease certain claims about its Super-iodized B. P. Dairy Feed; Universal Extract Co. Inc., Brooklyn, ordered to cease stating that it imports or exports its products; Bunte Bros., Chicago, complaint charging lottery scheme in sale of candy; Foster-Milburn Co., Buffalo, complaint charging untrue statements about Doan's pills.

The Postoffice Department has issued a fraud order against P. T. M. Products Inc. etc., Los Angeles.

Radio Sells Radio Itself Over the Air

By JOHN B. KENNEDY
Radio Commentator and Journalist

Broadcasting, Communications and Radio Equipment Sold In Series Utilizing the Entire Globe as a Studio

ALL the world's a stage, not only in Shakespeare's "As You Like It" but in RCA's *Magic Key* program. And this globe-girdling stage, with the ether waves as props, serves as the "hook" on which RCA hangs its sales message. All of RCA's varied activities are promoted—and successfully, too—by the program. Radio receivers and equipment of all sorts, communications and broadcasting are being exploited, and a sample of the program's sales success can be found in an examination of RCA's radio set business in the last few months.

IF A SHOWMAN could reach out into the world and get any act he desired, no matter where it might be; if he could reach across oceans and continents to Rome, Paris, London, Vienna, Honolulu, Manila, or China; if he could pull in ships at sea, or planes, or submarines; all without apparent effort; and if he could perform these feats week after week, month after month—he probably would believe he was enjoying a sweet dream.

But all that is actually happening on Sunday afternoons from 2 to 3 o'clock on *The Magic Key of RCA* programs. Millions of listeners on a nation-wide NBC-WJZ network, including Honolulu and Canada, are hearing it. Jumping barriers of time and distance as if they did not exist, the *Magic Key* is assembling outstanding talent of the world with the ease of a sorcerer and adding it to talent in the studio where the programs originate.

In these programs radio is selling radio itself over the air, through its own facilities. But they are not "stunt" broadcasts. If an artist can come to the studio, fine. If he happens to be in Stockholm, still fine! The story in this case is that there isn't any story now in the ease with which radio leaps around the globe. While the audience is enjoying 60 minutes of well-balanced, smoothly unfolded entertainment, the meaning of that story—radio progress—is absorbed incidentally.

Speaking for Itself

RADIO speaks for itself in this series, remembering that actions speak louder than words. The pattern of the program provides an excellent setting for unobtrusive promotion of radio products and services. To those who just have been "put wise" to the things radio takes in its stride, a word is sufficient. The "word" goes something like this:

"Our listeners may be interested in knowing that the equipment and facilities which made it possible for us to tune in Madrid, Spain, were designed by the same engineers who built the new 1936 RCA Victor Magic Brain Radio."

Woven into the action is the history of radio achievements and the part RCA has played in bringing them about. This is an "RCA Family" series emphasizing the contributions of the various members of the "Family"—communications, broadcasting, and manufacturing — to the rapid and well-rounded advance of radio technique. The fact that progress in one field of radio quickly leads to progress in related radio fields through integrated research is made apparent.

Broadcast stars, of course, fit neatly into the programs, as well as musicians and news commentators in foreign lands who can be "brought" to the network through the short-wave facilities of RCA Communications Inc. Recording artists and screen stars have a natural place, because the application of radio principles to phonograph and sound motion picture recording and reproducing has made them known to vast numbers.

In one of the merchandising plans used in connection with the series the subscribers to the Metropolitan Opera in New York City were invited to attend a broadcast featuring a group of famous recording artists. Were the Metropolitan subscribers interested?

The sponsors expected around 600 acceptances. Days before the broadcast every one of the 1300 seats in Studio 8-H, the largest in the world, had been snapped up. And the Metropolitan Opera subscribers were still begging for more. The only solution was to offer them tickets for the *Magic Key* broadcast on the next Sunday afternoon. This overflow audience filled the studio to capacity.

A short time later when the Philadelphia Symphony Orchestra broadcast from the Academy of Music in its home city for the full hour of the program the subscribers to the orchestra were the invited guests of RCA. Again every available seat was urgently sought.

Calling the Cues

TO ALL these especially invited audiences of music lovers the recently compiled Victor Library of Recorded Music and the 22-tube, Magic Brain, radio phonograph that heads the RCA Victor line, were described. Everyone remained after the programs to listen eagerly to demonstrations. In the continuity a place was left for local station announcers to mention dealers in their districts who had the de-luxe receiver and the record library for sale. Response throughout the country was most gratifying.

After another program featuring Anne Brown and Todd Duncan, from the opera "Porgy and Bess", now running in New York, the sale of a Victor album of "Porgy and Bess" records leaped to the proportions usual for a single popular dance record.

MR. KENNEDY

The *Magic Key* series climbed to "outstanding event" listing on radio pages of newspapers all over the nation after its premiere on Sept. 29 of last year. It is still there. Incidentally, that premiere gave a hint of what was to come by establishing a new top for mileage of "pick-ups" for a sponsored program. Music and voices were brought a total of 32,400 miles to be broadcast from the Radio City studios of NBC.

The men at the addressed program control boards of RCA Communications Inc., direct the overseas acts in a radio show and call the cues as easily as a stage manager in a small vaudeville theatre. A full half-hour before the program begins, engineers start conversations on the private, point-to-point radiotelephone channels with the foreign stations they are bringing in, checking to make sure all is well. In the various program spots half-way around the globe it is known exactly how the program is progressing and those who are to appear are waiting before the microphone when the control-board men say: "Go ahead!"

There are big doings in the ether during such a broadcast. Voices and music flying to New York by the shortest possible way — sometimes traveling the "great circle" close to the North Pole, for example—pass themselves going out to the world from the short-wave channels with which the *Magic Key* is supplementing the regular network. In other channels, unheard by the network and short-wave listeners, voices of engineers circle the world with directions and cue calls.

Anybody, Anywhere

I CAN SAY from experience that it makes a program commentator hop to keep up with the possibilities. While riding through Central Park in one of the latest streamline models, I have interviewed by short-wave a motor car executive at the Automobile Show in Grand Central Palace. I have talked with Edward Beatty in Addis Ababa, Edgar Ansel Mowrer in Paris, described the buzz of activity in the central radio operating room in New York City while the audience listened to radiotelegraph signals from far-off places . . . so the list goes on. When anybody, practically any place and any time can be put on a program, the commentator doesn't know what is coming next—but he knows it should be good.

To the audience the show is the thing. And what a show it has been! Before the end of the first 13-week period, recently concluded, the array of attractions—each of headline rating in its field—included 21 artists in the classical group, 11 famous dance orchestras, six famous foreign entertainers, and 22 Broadway and Hollywood stars. There had been eight news broadcasts. Seven radio stars, and five famous persons had appeared.

Behind the Stars

TYPICAL highlights have been the Vienna Symphony Orchestra, Leopold Stokowski and the Philadelphia Symphony, Albert Spalding, Efrem Zimbalist, Lauritz Melchior, Lucrezia Bori, Helen Jepson, Lotte Lehmann, such dance orchestras as those of Whiteman, Vallee, Benny Goodman, Himber, Garber, Dorsey, and Ray Noble, the University of Stockholm Male Chorus, Royal Hawaiian Band, Walt Disney with Mickey Mouse and his gang, George M. Cohan, Beatrice Lillie, Walter Huston, Eleanor Powell, Franchot Tone, the description of the China Clipper take-off from Hawaii, and the Navy Day Celebration around the world.

The massing of such a production had called on 42 separate points of pick-up far from the studios in the first 13 weeks. The tabulation reads like a world atlas. Radio is the real star behind the stars in *The Magic Key* series; radio ranging the world, smoothly blending entertainment from across oceans with that in the studio, to be listened to in millions of homes on modern receiving sets.

Plymouth Series Marks Chrysler's Return to Network

Ed Wynn Program on CBS Has Extensive Merchandising

PLYMOUTH MOTOR Corp., Detroit, joined the parade of automobile network users with a "big name" program Feb. 13, which is heard Thursdays, 9:30 to 10:00 p.m., over 82 CBS stations. Ed Wynn, comedian of radio and stage, returned to the air in a brand-new characterization—that of *Gulliver the Traveler*, supported by Lennie Hayton's 22-piece orchestra, The King's Men quartette, and a large vocal ensemble.

Wynn's new characterization is patterned after the Gulliver of Jonathan Swift's classic of 200 years ago. He is changing costumes several times during the broadcast. John McIntyre, known through his work on the *March of Time*, is handling Plymouth's commercials.

John S. Young, formerly of the NBC announcing staff, is serving as Ed Wynn's straight man, his first experience as stooge. Graham McNamee is said to have refused to join the series because he did not wish to perform outside of NBC studios. To take the assignment Mr. Young resigned from NBC and is now working on a free lance basis.

Return of Chrysler

THE program marks the return of the Chrysler Corp. to the networks after a lapse of nearly four years. The last chain series, except one-time programs, was the *Zeigfeld Follies of the Air* with Florenz Zeigfeld as master of ceremonies, a Sunday night program that was on the air from April to June 1932.

Plymouth started a disc series on 81 stations late in January, based on homespun humor of "Truth Barlow" (BROADCASTING Feb. 1). It was scheduled originally for three weeks.

Dealers are being given a close tie-up with the CBS program through a weekly contest in which a 1936 Plymouth deluxe four-door sedan is given the winner. Wynn asks the radio audience a question each week, and the best 75-word answer wins a Plymouth. Blanks upon which contestants' answers must be written are being secured at Plymouth showrooms, and the dealer's name appears on the entry blanks.

In addition to the usual conditions such as name, address, etc., the contestant must furnish the name of the dealer from whom he obtained his entry blank. The weekly Plymouth award will be delivered to the winner by the dealer from whom he obtained the application. The first prize winner will be announced Feb. 27, based on entries received from the initial broadcast of Feb. 13. Posters, displays and entry blanks have been furnished to all the Plymouth dealers from coast to coast. Spot ads were used in hundreds of papers. The entry blanks carry the address of the agency handling the Plymouth account, J. Stirling Getchell Inc., New York. The show originates from the CBS Playhouse in New York.

"This new series of radio broadcasts has been planned to give Plymouth dealers a powerful selling force to supplement our already extensive advertising campaign," Harry G. Moock, vice president of Plymouth, said in announcing plans for the new program to aid dealers.

"Wynn has long been a favorite of millions of radio listeners and has proved himself capable of doing the kind of selling job which builds good will for his sponsor. He holds the record for establishing the highest "sponsor identification" in the history of radio advertising. Of the ten most popular radio programs today, eight are comedians. Wynn is one of the most popular of them all on an all-time rating.

Dodge Disc Series

"WE HAVE chosen a network of 87 stations which reach 21,000,000 American homes, and short wave transmission will bring the program to many more Plymouth owners and prospects abroad. We have picked the night of the week which has been proved statistically to be the best week night, and the hour enables the broadcast to be heard from coast to coast when the maximum number of listeners are tuned in."

A transcription campaign has been arranged for Dodge automobile, another Chrysler product. The discs are quarter-hour programs to be placed by Dodge dealers throughout the country. The number of programs a week and the hour will vary according to the wishes of dealers. The discs which are being produced by Ruthrauff & Ryan, advertising agency for Dodge, will use Harry Richman, Gertrude Neisen, Tom Howard and George Shelton, Kay Thompson, Frank Parker and the Dodge orchestra. The commercials will have an unusual presentation.

Local Disc Placements Are Considered by GOP

PLANS for the expansion of the Republican National Committee's series of programs titled *Liberty at the Crossroads*, which on Feb. 11 ended its test over WGN, Chicago, were still in abeyance as BROADCASTING went to press. Master recordings of all of the shows staged on WGN are in the hands of Tom Sabin, radio director of the committee, and some of the pressings have been sent to political leaders in various parts of the country who requested them. There is a possibility that Mr. Sabin may leave the question of local placements to local leaders.

Varying reaction has greeted the *Liberty at the Crossroads* series since the programs were introduced over the *Chicago Tribune* station on a sponsorship basis. The programs were rejected as commercials by the networks in pursuance of their policy not to permit dramatized political programs and not to sell time to the political parties until after the nominating conventions next summer.

THIS being a presidential year and with the bonus stimulating consumer sales, the board of directors of the Radio Manufacturers Association, meeting in Chicago last month, predicted that 1936 radio sales will exceed the 1935 record of 5,000,000 to 6,000,000 sets.

Talburt in Washington News

Another Fellow Who Would Like to Take a Walk!

NEUTRAL POLITICS
News Commentators Are Urged Not to Take Sides

WITH the political campaign under way, news commentators must decide whether to support certain candidates and definite political policies, or to remain neutral. "A news commentator must remain neutral," says Harry W. Flannery, Sunrise Commentator for the American Packing Co., whose *Views on News* are heard over KMOX, St. Louis, each week-day morning.

"That does not mean he need pussyfoot. Instead he should present the facts on both sides of each issue and about all candidates, give the background and an interpretation clearly and forcibly, but forbear from siding with any party or the man of any party."

"Such a position is necessary to the successful radio news man," insists Flannery, "because he is not looked upon in the same light as a newspaper writer. Newspapers always have and always will take sides on a question, and they should. Those who disagree with these policies can do no more than cancel their subscriptions, and if the newspaper is interesting enough, they will soon be on the subscription lists again. But a sponsored news commentator must look upon the situation from a different angle.

"First of all, the public looks upon him as a personality whom they like. If he utters sentiments contrary to their beliefs, he loses his listeners and loses their respect for his opinions not only on the news but upon the product which he promotes. This is especially true in politics which to most men and women are as sacred as their religion.

"A listener made angry, will not only tune out the offending speaker, but be set against the product of his sponsor. It's a practical consideration and must be viewed sensibly, and does not mean that a sponsor dictates the stand of its commentator. Rather it puts the commentator upon his mettle to avoid the human tendency to be partial."

VAN CAMP SEA FOOD Co. Inc., Terminal Island, Cal. (White Star Tuna), is planning an intensive campaign this year with more than $400,000 to be spent. Radio will be used among other media. Agency is Emil Brisacher & Staff, San Francisco.

PSYCHIATRY TESTS FOR SWIFT SERIES

AN UNUSUAL bit of advertising psychology is back of the *Junior Nurse Corps* program which Swift & Co. is launching for a test campaign over an eight-station CBS hookup in the Midwest. The program, a dramatization of the lives of famous nurses, will appeal chiefly to girls of grammar school age, yet the product advertised, Sunbrite cleansing powder, has no juvenile appeal and is not used by children.

James Shouse, account executive of Stack-Goble Adv. Agency, Chicago, through which the campaign is being placed, told BROADCASTING that the sponsor has secured the services of a psychiatrist who is an authority in the field of child guidance, who will inspect every continuity before it is broadcast, eliminating any feature that is not consistent with the best psychological practice.

"While the broadcasts will take full advantage of the love of adventure and the hero-worship that is inherent in every child," Mr. Shouse stated, "parents will not have to worry about letting their children listen to these programs. There has been so much talk about the possible ill effects of certain children's programs that we believe mothers will appreciate our efforts to give their children entertainment that is certified pure, and that this appreciation will be expressed in increased purchases of Sunbrite.

"As to losing a large portion of the juvenile audience by focusing our appeal on the girls, we think that the potential in radio is so vast that it may be possible to do a better job by concentrating on a particular group than by trying to reach all possible listeners and as a result not appealing very strongly to any of them."

The programs will be broadcast over WHK, WJR, WBBM, WCCO, KMOX, KMBC, KRNT, KFAB, Monday, Wednesday and Friday, 5:15 to 5:30 p. m. (CST), and will be extensively merchandised to mothers through women's organizations. Listeners will be invited to join the Junior Nurse Corps, and will have a chance to obtain nurse caps and other equipment in exchange for Sunbrite labels.

St. Paul Gets Local

REAFFIRMING its previous decision, the FCC Broadcast Division on Feb. 8 granted the application of Edward Hoffman, St. Paul merchant, for a new local station in that city on 1370 kc. with 100 watts full time. Sustaining Examiner Dalberg, the Division originally had granted the application Dec. 3, and at the same time denied four competitive applications. On Dec. 17, however, the action was set aside for unstated reasons, but now has been reaffirmed.

White King Soap Plans

WHITE KING SOAP Co., Los Angeles, which has appointed Raymond R. Morgan Co. of Hollywood, to handle its radio advertising, is planning a thrice-weekly network program. The Morgan agency some years ago placed the successful disc serial *Chandu The Magician* for the sponsor.

A Broadcast Station Has No Audience!

A Discussion of Circulation and Call Letters and Such; It's the Program That Determines the Audience!

By HARRISON HOLLIWAY
Manager of KFRC, San Francisco

THIS provocative and sparkling article by one of the West Coast's pioneer broadcasters, poses some views for every advertiser, advertising agent and station operator to conjure with. Some of his views are startling, for he takes an unusually bearish attitude (for a station executive) toward most audience surveys, and he tells why. Then *you* try to figure out the whys and wherefores of the rates that stations charge.

Mr. Holliway

A BROADCASTING station has no audience!

But before the gentlemen of the dotted - line department pull the zipper on advertising's pants pocket and cause an epidemic of nationwide cancellations, your correspondent, who may or may not have an analytical bubble in his slow-boiling skull, would like to elaborate a bit on the above stanza.

A broadcasting station has no audience—it has a *potential* audience. A newspaper can guarantee its circulation. So can a radio station and it isn't done by a survey. Potential audience is to a broadcaster what circulation is to a newspaper. Circulation can guarantee that an advertisement will be read with no more authority than potential audience can assure that a program will be heard. Making much of ABC audits, the fourth estate confusedly infers reader assurance. If potential audience is to radio what circulation is to a newspaper then, for the purposes of comparison, potential audience is circulation. Therefore circulation is the total number of receiving sets in the primary coverage area of a station and this total is pretty easy to learn since the 1930 census.

Not the Call Letters?

A NEWSPAPER is just so much compressed pulp turned out by a mechanical press until Mr. Reader *accidently* reads your advertisement. Parenthetically, lest this statement bring the deluge, I recognize a certain reader bracket which searches for bargain copy but, against which, I match the listener fidelity to radio's shopping services. A radio station is an electrical press turning out kilocycles and kilowatts of electrical pulp—just so much copper, bakelite and an ASCAP tax until J. Dashabout Panacea, the big tooth-paste and hand-lotion mogul, puts on his program and gives the potential audience something to circulate to—and I don't mean the "off" switch on the radio. In almost words of one syllable *it's the program they listen to and not the call letters.*

So I ask you station managers, "Why publish surveys that show your station to have 72% or 65% or the Lord-knows-what per cent of the audience in your area?" Your station has no-per cent of the audience. Throughout the day it varies, depending upon the program. It has a certain audience at a given time which a survey can show *after* the program has started but to hypnotize Mr. Prospect with comparative percentages and attendant listener totals of which he can be certain if he buys your KLOP is downright grand larceny.

I am not the only one in the broadcasting business who has seen such an example, but I do know of one decidedly minor station in a large Western community that once produced each week two programs, which, over a period of several years, actually had just about every listener in the community. Using the listener statistics of these two programs as boot-straps, this station by glib promotional conversation literally pulled itself to what was foolishly regarded as top position in popularity in the territory. Yet the station had no audience, comparatively speaking, except when these two programs were on the air. It had *circulation* 18 hours a day but it only had an *audience* two hours a week. Those two programs could have been transferred to any other station in the same primary area and the audience would have gone with them.

There is no theater that has a resident audience. It has seats which represent a potential audience. Analogically a broadcasting station has no perpetual audience. Its "seats" are the receivers which can hear it as well as they can hear its competitor. If the show is good the seats will be regularly filled by virtue of word-of-mouth advertising and "sampling". In the case of radio, "sampling" is largely accidental and dependent on the program preceding. But the mortality of the dialer's patience is measured by the merit of entertainment and not by the call letters. And it is too often a misconception, that, following a Bowes, an Allen or a Cantor with a Joe Glunk and his Slap-Happy Hill-billies coaxes the admittedly large audience of these major-leaguers through an anti-climatical period of musical brutality. They just don't coax unless the sample is good.

Hanging the Medals

I FEEL quite confident that, if I were a prospective radio advertiser or an agency man, I would be much more impressed by a report from a station which showed said station to have, by a "What station are you listening to now?" survey, 55% of the audience on 18 programs during the week, 40% on ten programs, 30% on seven and so on. And during the time this station had second choice programs showing I would like to know of what the competition consisted. If time was available following a high-percentage program I should feel confident that, comparably meritorious, my program should draw an equal audience without taking into consideration the one variable—competition on other stations.

It must be admitted that the network stations, in most any community, have the independents penalized 15 yards at the kick-off when it comes to program popularity and "being known by the company you keep". But I hasten to correct any implication that I question the effectiveness of the independents as advertising media because I believe I have created the impression by this time that it's the program that counts—that it's Mr. Advertiser and not Mr. Station Manager who should wear the wide coat-lapels on which to hang the medals.

But, gentlemen of the clinic, it does bring up the much-avoided question of "Why is your rate what it is?" I doubt if there is one station manager or owner in ten who can give a good reason for his night-time hourly rate being what it is. Groping for a yard-stick and speaking historically, I recall that some 14 years ago the light dawned on the A. T. & T. that WEAF might be used by someone else as an advertising medium rather than coast along as a parasitical institutional novelty for the telephone company. When, quoting Goodrich, I believe, an ad lib, "by guess and by Gawd" crack at $400 an hour was taken and broadcasting rates were established. If the number of radio-equipped homes was the yard-stick in 1922 then rates are all wet today. Not taking into consideration its additional over-head, is it higher power that determines rates?

Believing that *they don't listen to watts*, I can't vote for powers as the measure. Power means added circulation or greater potential audience—in other words *the ability to hear*, but it doesn't guarantee that they do. *It's the program that counts.* Admitting the fantasy of thinking that each period of the broadcasting day should have a rate dependent upon the size of its surveyed audience, I do contend, however, that if two stations in a metropolitan area have more surveyed number one programs between them than all of the others combined their total rate should be more than all of the others combined. While the former is frequently a condition the latter is rarely a fact.

I do not recall ever hearing of a station *reducing* its hourly rate. They always raise them.

Library Programs Put Local Sponsor In Dominant Place

Brewery and WFEA Successful In Late-hour Campaign

HOW SMART merchandising and salesmanship can sell transcription library services for local spot programs is told by Charles G. H. Evans, manager of WFEA, Manchester, N. H. In a letter Feb. 3 to Frank E. Chizzini, assistant manager of NBC Transcription Service, Mr. Evans related how Cold Spring Brewing Co., of Lawrence, Mass., had moved their products from fifth or sixth place to top position in volume. Here is his story:

"I have delayed in communicating to you our results in marketing *Thesaurus* until I had a case record that was conclusive. I believe we have that record in the results secured for our client the Cold Spring Brewing Co. of Lawrence, Mass., brewers of Hacker's 5-XXXXX Ale. In a little over one month, with an exclusively radio campaign, using only WFEA and only *Thesaurus*, the Cold Spring Brewing Co. has moved its product from fifth or sixth place in volume sales, to top position, without any serious competitors. Two competing breweries have paid our program the compliment of asking for similar ones.

"We use as the basis of the program the *Radio Night Club* script. I have enclosed a sample of our commercial continuity, so that you may see how it is handled. The program is listed as *Club Hacker's 5-X*, and is on the air daily except Sunday, 10:30-10:45 p. m. We have not discouraged the impression that each program is provided by the restaurant which is chosen as the 'host' for each program. One addition to the script which we have found effective is applause, for which we use a Gennett sound effect disc.

The Bundling Hour

"I BELIEVE that we succeeded in permanently laying one ghost when we insisted that the client schedule the programs at 10:30 p. m. Up to this time every advertiser has fought shy of anything after 10:00 p. m. on the ground that New Hampshire listeners were in bed after that hour. Bundling is still supposed to be an old New England custom.

"We fought for 10:30 p. m. on the ground that since the law requires that all beer taps be closed promptly at 10:45, we would have a chance to remind listeners that they had only a short time to order that final glass of Hacker's 5-X.

"Our client suggested, at our opening conference, that what the brewery needed most was dealer cooperation. We then suggested that if the brewery was willing to do something for the individual dealers, perhaps they in turn would be a little more zealous about suggesting the merits of 5-X Ale to customers who failed to specify a brand.

"We evolved the plan of making individual restaurants 'hosts' for each broadcast. Each dealer is notified by letter two days in advance of his broadcast that he is to be the host and this is followed up on

(*Continued on page 37*)

Repeal of Davis Amendment Is Asked of Congress By FCC

Equitable Distribution of Radio Service Sought; Freedom of Speech Plan Favored in Some Details

A NEW plea for repeal of the so-called Davis amendment upon which the present quota-system of distribution of facilities according to population, is based, was made to Congress Feb. 10 by the FCC in letters to Chairman Wheeler and Rayburn of the Senate and House Committees charged with radio legislation. So far as is known this will be the only legislative request to be made of Congress at the current session.

On the following day the FCC sent to Rep. Scott (R Cal.), a letter commenting upon his three "freedom of speech" bills introduced at the last session. In some respects the FCC favored these measures, while in others it offered opposition. The bills, sponsored by the American Civil Liberties Union, would throw open station facilities at specified hours for political and other forum discussions and include provisions to protect the stations from libel or slander suits.

Little Chance of Action

BECAUSE of the heavy burden of legislation of an emergency nature facing Congress there is little prospect for enactment of any important radio measures at this session. The most inflammatory of radio proposals before Congress is the Connery resolution for a thorough investigation of the FCC with particular reference to its broadcasting activities. The resolution now is dormant before the House Rules Committee.

The Davis amendment letter stated it was the "earnest desire" of the FCC to have the Communications Act amended to include its provisions. It failed in the last two sessions of Congress. If repealed, the FCC would be authorized to allocate facilities under the old law as it existed prior to 1928. The Davis amendment prescribes that facilities shall be allocated equally among the five radio zones and equitably among the states in each zone according to population. As revised, the FCC would be authorized to allocate so "as to provide an equitable distribution of radio service" to the states and communities.

If the amendment is repealed the quota system adopted in 1932 by the Radio Commission will be scrapped and the way will be opened for the FCC to allocate facilities on their technical feasibility rather than in regard to population of particular areas. The quota system has been a limiting factor even though it has not been rigidly observed.

Regarding the three Scott bills, the FCC in a letter signed by Chairman Prall, went into them in great detail. It did not discuss the Scott Resolution (HR-370) to set up a broadcast research commission, the function of which would be to decide the future of broadcasting and with no small emphasis on possible government ownership and operation.

The Commission is in complete sympathy with the purpose of HR-9229 which we understand to be a more effective use of broadcasting on public, social, political and economic issues, the letter said. In our opinion the broadcaster who simply makes his facilities available for the discussion of these issues by responsible people and who exercises no control over the content of the broadcast should not be held liable for statements made in the course of the broadcast. We would point out, however, that while HR-9229 grants relief to the broadcaster, it leaves the door wide open for scurrilous defamatory attacks by judgment-proof, irresponsible individuals. We are confident that many broadcast stations with a full realization of their public responsibility, even though relieved themselves of liability, would not permit the use of their facilities for attacks by irresponsible individuals. On the other hand, it is possible that some stations in connection with some political campaigns or other local controversies might avail themselves of their exemption from liability and permit defamatory attacks by irresponsible persons. In such event the person attacked would be without effective recourse since an uncollectible judgment against the author of the attack would never compensate for the damage done by such an attack.

Problem of State Laws

THE FCC continued that there is an important distinction between the action of the licensee in merely furnishing physical facilities for others and as author using his physical facilities for the dissemination of his own views. It said that the exemption should not extend beyond the licensee in his capacity as the provider of the facilities and suggested an amendment to the proposed Scott bill to carry out that purpose.

Some question was also raised about the exemption of stations in overriding state laws regarding libel and slander. The FCC expressed no opinion on that. Then it made one further observation:

"The number of broadcast stations is of necessity strictly limited. The owners of broadcast stations form a small but powerful group. Their exemption from liability as the providers of facilities * * * coupled with their power to select the persons whose views are to be transmitted, inevitably places tremendous power in their hands."

Discussing HR-9230, which would set aside time for "uncensored discussion" on a non-profit basis of public, social, political and economic problems, for which the FCC would set up an "advisory committee", the FCC referred to its conclusions on the preceding bill.

It added that the bill would involve an important change in the obligations of stations, and that in some stations the present practice is to afford facilities for such purposes. To attempt to introduce the change, said the FCC, would impose an obligation without express statutory authority. It suggested that if Congress wants the legislation it should adopt a "direct legislative mandate" carrying out its terms because it involves a "broad public policy" which the FCC believes to be "more properly without the scope of Congress than the Commission".

Moreover, said the FCC, enactment of the bill would entail an additional heavy administration burden upon the FCC and it would be "very difficult". "But if it should become law," it added, "The Commission would hope to surmount the administrative difficulties.

The third bill (HR-9231) would provide that each licensee keep complete and accurate records open to responsible public inspection of all application for time, of all rejected applications and the reasons, and similar data. The FCC pointed out that stations now are required to keep program and operating logs and while they do not require the keeping of the kind of information which the bill proposes, the FCC has borne in mind that Congress has never made broadcast stations common carriers, open to all comers. It concluded:

Our understanding is that they were not made common carriers because Congress intended that they should have liberty to accept or reject applications for time and to determine who should use their facilities and for what purpose. In leaving such broad discretion to the licensees of broadcasting stations, Congress undoubtedly left with them a tremendous moral obligation. If that moral obligation has not been met to the satisfaction of Congress, the power rests with Congress to impose all or some part of the moral obligation as a statutory obligation.

BIRTH—Lee Little, announcer of WJSV, Washington, describing the birth of a fish and just waiting for the process to be completed so he can get the "little feller" to say a few words to the public. The fish was a silver salmon, part of an exhibit arranged by the North American Wild Life Conference.

KFYR License Renewal Is Granted by the FCC

UPON the basis of new evidence offered at a hearing Jan. 16, the FCC Broadcast Division Feb. 8 granted KFYR, Bismarck, N. D., a regular renewal of its station license. The station had been ordered deleted last fall because of alleged violations of technical regulations through operation with excessive power.

Additional testimony was to the effect that the violations occurred without the knowledge of the station's owner, Philip J. Meyer, and that it was the first citation against the station in 10 years of operation. A number of stations had filed applications for KFYR's facilities, after the deletion had been ordered. Many protests against deletion were filed by civic organizations in its service area.

Weco Shifts Debut

WECO Co., Chicago (Dr. West's toothbrushes, etc.), has changed its radio debut to Saturday, Feb. 22, 10:30 - 11 p. m. using the NBC-WEAF network and avoiding the rebroadcast to the West Coast. Ethel Shutta and George Olsen and his orchestra will be the talent. The program will be entitled *Dr. West's Celebrity Night*. J. Walter Thompson Co., Chicago, is the agency.

PROGRAM FIXES MURDER TIME

Radio in Car of Minneapolis Publisher Was Tuned To Jack Armstrong at Time of Killing

BY DEFINITELY fixing the time of a certain portion of the *Jack Armstrong* radio program broadcast over WCCO, Minneapolis, on Dec. 9, 1935, the exact time of the killing of Walter W. Liggett, Minneapolis publisher, was determined in Hennepin County District Court this month where Isadore (Kid Cann) Blumenfield was on trial for the murder.

At 5:41 p. m., Dec. 9, Liggett was shot and killed by bullets from a machine gun as he alighted from his car at the rear of his home in Minneapolis. Accompanying Liggett in the car were his wife and two children. The car radio, tuned to the Minneapolis CBS outlet, was bringing in the *Jack Armstrong* program regularly heard from 5:30 to 5:45 p. m., CST.

Wallace Liggett, 12-year-old son of the slain man, listening to the radio program as the shots were fired, heard a one-line description of a castle then being visited in fancy by the Jack Armstrong cast.

To determine the exact time of the shooting, and in an effort to refute alibi testimony of Kid Cann, the State Attorney's office asked for an exact timing on the *Jack Armstrong* broadcast. On Feb. 3 three radio men were called into the Hennepin County district court to testify as to this timing. They were K. C. Titus, traffic manager of WCCO; Leslie Daniels Jr., of Oak Park, Ill., employe of Blackett-Sample-Hummert Inc., Chicago agency which produces the *Jack Armstrong* skit, and Edward J. Eckhardt, Maywood, Ill., radio sound engineer, who identified the recording of the program. As a result of their testimony the time of the shooting was fixed by stipulation at approximately 5:41.

Defense counsel stated he would produce witnesses to prove that Kid Cann was in a Minneapolis barber shop from 5:30 to 6:30 p. m. on the day of the killing. Mrs. Liggett and another witness have identified Cann as the man they saw shoot Liggett as he got out of his car, where young Wallace was listening to the *Jack Armstrong* program. The attorney general's office of Minnesota, cooperating with the county attorney of Hennepin County in the prosecution of Cann, said to their knowledge this is the first time the exact time of a radio script has been introduced as evidence in criminal court procedure.

BEATRICE DE SYLVARA

ONE OF FIVE HIGHEST PAID BEAUTY EXPERTS

TELLS MILLIONS OF WOMEN

"HOW TO BE CHARMING"

IN INTIMATE TALKS

MONDAYS • WEDNESDAYS • FRIDAYS ON

WHAS

A 3-DAY BROADCAST TEST OVER WHAS PULLED FROM WOMEN

6000 REQUESTS

FOR PHILLIPS MILK OF MAGNESIA FACE CREAM

Follow the others and do a bigger, better sales job by concentrating your advertising appropriations on the coverage offered by WHAS—the fourth largest CBS Network Station.

RIDE THE MAGIC CARPET
WHAS
TO THE FIRESIDES OF MILLIONS

LOUISVILLE • KENTUCKY
CBS BASIC OUTLET
Edward Petry & Co. National Representative.

★85% of the 6,000 request letters came from housewives. The ones who tune in mornings on WHAS programs. They buy 98% of the food and merchandise for their families. The 6,000 requests for Phillips Milk of Magnesia Face Cream came largely from WHAS' rich Ohio Valley Coverage. It is within the WHAS shopping area, populated by 788,620, comprising 188,034 families, owning more than 133,900 radios. But WHAS' 50,000 watts gives any product a grand total of 3,461,100 with its primary and secondary daytime coverage. And the nighttime primary and secondary coverage increases to 4,399,200. . . . So, when buying time on the air keep in mind the Face Cream Test. And also remember, WHAS' Secondary Area Population Coverage is 24,752,138. North, East, South, West.

Exclusion of Press Services From Radio To Be Proposed at Publishers' Session

IN AN APPARENT effort to revive the press-radio controversy, with particular emphasis on the sale of news to radio stations, E. H. Harris, publisher of the *Richmond* (Ind.) *Palladium-Item* and chairman of the Publishers National Radio Committee of the American Newspaper Publishers Association, revealed in a speech before the Pennsylvania Newspaper Publishers Association last month that he has prepared a plan for submission to the ANPA board meeting in New York Feb. 24.

The plan, it is learned unofficially, contemplates reestablishment of the Press-Radio Bureau on another basis and it is believed to include a proposal that the newspapers force United Press and International News Service out of the field of selling news for sponsorship to the radio stations. At least, Mr. Harris in his speech in Harrisburg, Pa., and again in a statement to *Editor & Publisher*, made it clear that he was dissatisfied with this situation and that he believes the newspapers should exert pressure upon the press associations to stop such sales.

The plan, if adopted by the ANPA board, will be presented to the full ANPA convention April 21-24 at the Waldorf-Astoria, New York.

Mr. Harris' remarks at Harrisburg drew an immediate retort from the UP and INS heads, who have repeatedly stated to BROADCASTING that they have no intention of getting out of the radio field in which they are now firmly entrenched, as evidenced by the directory of radio stations (including many that are newspaper owned) now buying press association news for sponsorship purposes published in the 1936 Yearbook edition of BROADCASTING.

At Harrisburg, Mr. Harris spoke about the radio situation in detail, reviewing the recent AP-KVOS decision on property rights in news and asserting:

"Why should the publisher not require privately owned press associations to include a provision in his contract which will give to each newspaper client a property right in all the news of the association and prohibit the press association from selling this property to any broadcasting station or to any advertiser for sponsorship over the air without his consent?"

Conflict in Views

AFTER asserting that under the present radio licensing system "the party in power takes advantage of its official position to use our broadcasting system in the name of the government, but in reality broadcasting is used directly and purposely to promote the campaign for the reelection of the party in power," and after drawing comparisons with how the government-owned British radio system is used in a non-partisan way in politics there, Mr. Harris declared that "the press should not surrender its trusteeship to an agency which is under a government license."

Hugh M. Baillie, president of UP, replied to both Mr. Harris and to a statement in *Editor & Publisher* to the effect that Mr. Harris' audience was anxious to hear what he had to say about the UP and INS "whose action nullified Mr. Harris' efforts to make the Press-Radio Bureau a panacea for press-radio evils." Mr. Baillie's statement was repeated to BROADCASTING in part as follows:

It was no action on the part of the UP or INS which "nullified" the efforts of the Press-Radio Bureau.

The Press-Radio Bureau never prevented the broadcasting of sponsored news. Many independent stations which declined to take the Press-Radio Bureau service obtained news for sponsorship from such sources as Transradio Press, Radio News Association, Intercontinental and Yankee News Service. Of course, to the extent that this was so, the efforts of the Press-Radio Bureau were not effective.

If Mr. Harris has any program by which radio stations might be prevented from obtaining news for broadcasting under commercial sponsorship he has failed to mention it. I put in more than a year with Mr. Harris and other distinguished colleagues on the Press-Radio Committee studying the problem and nobody had the answer. Experience amply demonstrated that if advertisers want to sponsor news they will get news to sponsor. They will either get it from the established press associations or radio will build up powerful press associations of its own which will be entirely independent of the newspapers.

If Mr. Harris has any formula which merely contemplates shutting the UP and INS off the air, it doesn't meet the problem.

If he has a formula for shutting all press associations off the air, I would like to hear first how he proposes to shut Transradio off WOR in New York, for example, and I would like to ask him how he proposes to exclude Transradio from WJAS, Pittsburgh. If any formula which he may have doesn't exclude all press associations alike, it merely plays favorites and builds up certain press associations at the expense of others.

The UP radio policy is intended to reconcile the demand for news to be broadcast with the best interests of the newspapers. The way things stand today many big radio stations are getting their news from newspaper press associations, a situation which trends strongly toward ultimate increased cooperation between the radio stations and the newspapers.

Withdrawal of the UP from news broadcasting would merely clear the way for radio press associations such as Transradio, Radio News Association, Intercontinental. Or, perhaps, the big chains would organize news agencies of their own. Far from halting news broadcasting this would merely give radio's own press associations the opportunity to grow bigger and better, faster.

Mr. Harris refers to distortion or suppression of news by advertisers. The policy of the UP is to preserve the purity of the news through editorial direction which is incorporated in the standard form of contract under which the UP makes news available for broadcasting.

RADIO TEACHING
WHK to Coach Music Teachers In Studio Technique

TO AID music supervisors in preparing their students for radio, WHK, Cleveland, will conduct a series of forum meetings during the remainder of the scholastic year in which radio problems such as "mike" technique, proper stance, arrangement of instrumental and choral groups, program building and similar problems will be discussed.

The first meeting will be held Sunday, Feb. 16, at WHK's Cathedral studio. All music supervisors of the North Eastern Ohio Teachers Association and the Ohio Music Educators Association have been invited.

Hearing on KGKO Shift To Fort Worth Concluded

SUBJECT to reopening at the request of the FCC, hearings on the application of Amon G. Carter, publisher of the *Fort Worth Star-Telegram* and operator of WBAP, to acquire KGKO, Wichita Falls, and to move it into Fort Worth, were adjourned Jan. 31 after 132 exhibits had been produced and scores of witnesses had testified. The hearings were held in Wichita Falls and Fort Worth before Chief Examiner Davis G. Arnold of the FCC, with an array of Washington and local counsel representing the various interests.

Opposition centered largely around protests by the Wichita Falls Chamber of Commerce and other intervenors, largely local and nearby civic organizations, with representatives of KTAT, Fort Worth, also objecting to the proposed move. An increased service area for KGKO if moved into Fort Worth, with the proposed new local station for Wichita Falls capable of continuing to give adequate local service, were the main points advanced for the applicant. Removal of KGKO, would eventually bring a second NBC basic network into the Dallas-Fort Worth area, according to plans.

Counsel for Carter were headed by Paul M. Segal, Washington attorney, with Glenn Gillett as engineering counsel, while KTAT was represented by Paul D. P. Spearman, former FCC chief counsel.

Hough Buying KGFG

PURCHASE of controlling stock in KGFG, Oklahoma City 100-watter, is sought in an application filed with the FCC for a transfer of ownership to Harold V. Hough, manager of WBAP, Fort Worth, who as one of radio's pioneer announcers was known as the "Hired Hand". Oklahoma City is Mr. Hough's home town and his parents still reside there, he stated, in explaining that it was a personal venture and in no way connected with the interests of Amon Carter, publisher of the *Fort Worth Star-Telegram*, operator of WBAP. Mr. Hough's own oil interests are also centered in that community.

News Chain Buys WHBC

PURCHASE of WHBC, Canton, O., by the Ohio Broadcasting Co., a subsidiary of the Brush-Moore Newspapers, was disclosed Feb. 6 in an application filed with the FCC for a voluntary transfer from Edward P. Graham, its present owner. The station is a 100 watter on 1200 kc. The Brush-Moore organization publishes six newspapers in smaller Ohio cities, including the *Canton Repository*. It also publishes the *Steubenville Herald-Star, Marion Star, East Liverpool Review, Portsmouth Times and Salem News.*

Combining the drawing power of N. B. C. Blue Network Programs with its own magnetic appeal as Detroit's favorite radio station — WXYZ delivers the bristling, active Detroit market over to its advertisers — virtually on a silver platter. The flow of Detroit's tremendous purchasing power can be turned your way through the channels of station WXYZ.

KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING...DETROIT

WM. G. RAMBEAU CO., Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

KWK *is producing increased sales*

For eighteen and one-half hours out of twenty-four KWK is increasing sales results for their many clients. Whether your prospects are early risers, mid-day listeners or night owls we reach them with your sales message.

In a large metropolitan area such as St. Louis and surrounding suburbs, the concentrated buying power assures satisfying results from a well presented advertising campaign.

THOMAS PATRICK INCORPORATED

HOTEL CHASE — ST. LOUIS

REPRESENTATIVE - PAUL H. RAYMER CO.

NEW YORK — CHICAGO — SAN FRANCISCO

25 Stations Rebroadcast Program Service of WSM

TWENTY-FIVE stations, mainly in the South, without regular network affiliations are rebroadcasting, with permission, the programs of WSM, Nashville 50,000-watter, according to announcement Feb. 5 by the station. In collaborating with these stations WSM sends them regular news releases.

Stations rebroadcasting WSM programs include WDSU, New Orleans; KABC, San Antonio; KFXR, Oklahoma City; KARK, Little Rock; WSGN, Birmingham; WNBR, Memphis; WATL, Atlanta; WPAD, Paducah, Ky.; WTJS, Jackson, Tenn.; WLAP, Lexington, Ky.; WCOC, Meridan, Miss.; WGH, Newport News, Va.; WOPI, Bristol, Tenn.Va.; WPFB, Hattiesburg, Miss.; KFRO, Longview, Tex.; WCBS, Springfield, Ill.; WAIM, Anderson, S. C.; WMFR, High Point, N. C.; WRBL, Columbus, Ga.; WLBC, Muncie, Ind.; WKEU, Griffin, Ga.; WEED, Rocky Mount, N. C.; KPLC, Lake Charles, La.

CHEVROLET'S 211,000 RADIOADS

Year's Series of 52,906 Disc Programs Consumed — Pile of Transcriptions 122 Feet High

OVER 211,000 commercial announcements in one year — that's the record to be set in a few weeks when the final quarter of a year's continuous presentation of musical transcriptions will be concluded by Chevrolet Motor Co.

The number of broadcasts will total 52,906. At its beginning Chevrolet's WBS transcriptions *Musical Moments* were broadcast three times a week from 300 stations; in the fourth quarter they were broadcast from 385 stations —three times a week from 289 and five times a week from 96. That makes a total of 1347 broadcasts each week. Further, had all the *Musical Moments* time been alloted to a single station, it would have provided material for a continuous broadcast, 24 hours a day, for one-and-a-half years.

The year's broadcasting required 26,453 double-faced records. They weigh a half-pound apiece—totaling more than six-and-a-half-tons. Piled up they run 18 records to the inch and the entire lot would make a column 122 feet high.

Furthermore, points out Chevrolet and its agency, Campbell-Ewald Co., no program has been repeated since the beginning of the series. Some standard musical selections or popular melodies have been used more than once but each time in a different arrangement or treatment.

SOUTH AFRICA'S broadcasting system next year will be reorganized along the lines of the British Broadcasting Corp., with no more privately owned stations and directed by a board of nine governors appointed by the Governor General.

NEW 5,000 WATTS POWER
NEW 376-FOOT VERTICAL ANTENNA
NEW RCA HIGH FIDELITY EQUIPMENT

WFBC

Greenville, South Carolina

SUNDAY, March 1, 1936, WFBC, the station of *The Greenville News* and *Piedmont*, will go on the air for the first time with its shining new plant, built to the latest engineering expertness and equipped in the best the market affords. Power will be increased to 5,000 watts daytime and the new antenna will greatly increase the coverage of the 1,000 watts night power. Greenville is the *center* of the most populous and prosperous section of South Carolina, long recognized by national advertisers as the dominant market in the state and one of the leading markets of the whole south.

WFBC Studios: Imperial Hotel, Greenville, S. C.

National Representative:
Joseph H. McGillvra, 485 Madison Avenue, New York

Pratt Is Appointed Legal Head of NAB

Mr. Pratt

ELMER W. PRATT, former Radio Commission attorney and examiner and since 1933 engaged in practice of radio law in Washington on Feb. 1 became attorney for the NAB. The appointment was made by James W. Baldwin, NAB managing director.

As NAB counsel Mr. Pratt will actively assist state broadcasting groups in the organization of state units of the NAB. A dozen such units already have been formed. He also will in large measure handle legislative activities of the NAB in Washington, including appearances before Congressional committees and in watching legislation generally as it may affect the broadcasting industry.

The First Examiner

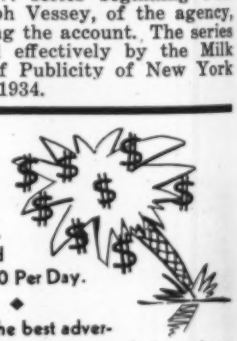
MR. PRATT was the first lawyer on the staff of the former Radio Commission, having joined it in 1928 shortly after its formation. In 1930, when the Radio Commission became a permanent body, Mr. Pratt was named its first examiner. He resigned from the Radio Commission on June 1, 1933 to engage in radio legal practice after five years with that agency. For the first year of his private practice he was associated with Ira E. Robinson, former member of the Radio Commission.

A native of Utah, Mr. Pratt came to Washington in 1923 as a clerk in the office of Senator Smoot (R Utah). He later became the Senator's secretary and the clerk of the important Finance Committee, of which Senator Smoot was chairman.

Scull Starts New Series

WILLIAM S. SCULL Co., Camden, (Bosco Milk Amplifier), has contracted for three 15-minute periods weekly over KYW, Philadelphia, through Kenyon & Eckhart Inc., New York, using the *Robinson Crusoe Jr.* series beginning Feb. 17. Joseph Vessey, of the agency, is handling the account. The series was used effectively by the Milk Bureau of Publicity of New York State in 1934.

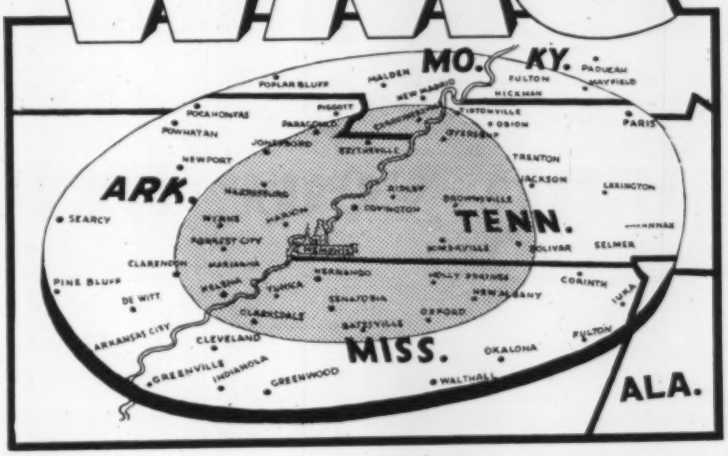
During 1934 Hawaiian Imports From U. S. Amounted to $250,000 Per Day.



KGMB is the best advertising buy in this typical American Market.

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST.

WMC



Announces

the appointment of

E. KATZ Special Advertising Agency

NEW YORK 500 Fifth Ave.	CHICAGO 307 No. Michigan Ave.	ATLANTA 22 Marietta St. Bldg.	PHILADELPHIA 260 So. Broad St.
KANSAS CITY Bryant Bldg.	DALLAS Republic Bank Bldg.	DETROIT Gen'l Motors Bldg.	SAN FRANCISCO Monadnock Bldg.

As National Advertising Representative

Last year marked the most successful year in the history of this Station. Again it was selected by Variety as first in Showmanship in the Mid-South. Again local merchants favored it with an overwhelming majority of their local broadcasts. Again national spot advertisers by a big margin registered their preference for its coverage and acceptance throughout the Mid-South.

Increase, in a few weeks, in daytime power to 5,000 watts offers the national advertiser considerably expanded sales opportunity at no increase in cost, thru the medium that most dependably brings to listeners of this inland empire the best features of the NBC Red and Blue Networks. Affiliation with the Commercial Appeal—largest daily circulation South—gives the program sponsors the plus values of active, helpful publicity throughout the South's First Market.

-and

WMC GIVEN PERMIT TO INCREASE POWER

Will Operate on 5,000 Watts During Daytime

WILL BE AID TO RECEPTION

Better Service to Mid-South Territory Assured as Result of New Transmitter, Improved Radiating Mast

An increase of at least 100 per cent in the coverage area of radio station WMC and an improved service to listeners in the present area will be the outcome of the granting by the Federal Communications Commission yesterday of the station's application for an increase to 5,000 watts of its present daytime power of 2,500 watts.

The increased power will render a more consistent and reliable service to radio listeners in western and northern Mississippi, eastern Ar[illegible]

ASK A KATZ MAN
Let a Katz office give you the complete picture of the inviting Memphis market, the influence of this Station, and the complete selection of features built by a "Showmanship" organization and ready for immediate spot sponsorship.
SPECIAL FLASH:
One of the most hilariously funny musical programs, with a large following built up over a period of years, is now available at surprisingly low cost to a national spot advertiser. Ask a Katz man.

Studio and Executive Offices: HOTEL GAYOSO • Memphis, Tennessee

RADIO MARKET MASTER OF THE MID-SOUTH

"—till leap year brings i

s it 29"

Leap Year—1936—brings February an extra day.

Leap Year—'36—brings to all advertisers a greater appreciation of Spot Broadcasting's extras — flexibility, adaptability and localization—extras which Spot Broadcasting alone offers the radio advertiser.

Leap Year — '36 — brings to these stations the renewed confidence of advertising men from coast to coast — advertising men who know that these stations—like February '36—have a definite plus value to offer.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB, WNAC	Boston	CBS
WICC	Bridgeport, New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI, KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW, KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO, KJR	Seattle	NBC
KHQ, GA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also

The YANKEE NETWORK
TEXAS QUALITY NETWORK
The NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY
INCORPORATED

NEW YORK DETROIT
CHICAGO SAN FRANCISCO

XUM

WTAQ Formally Opened At Green Bay Location

WTAQ, new 1,000 watt station at Green Bay, Wis., recently acquired by St. Norbert's College, was formally dedicated Feb. 9. The dedication of the Jesuit station began with a solemn high mass broadcast. The station formerly was at Eau Claire, Wis., but was moved to Green Bay, where St. Norbert's College also operates WHBY, 100-watt station.

New equipment and new towers have been installed for WTAQ, which operates on 1330 kc. The station is using the WHBY studios atop the Bellin Bldg. Rev. James A. Wagner is director of both stations, which are commercially operated.

Join the Parade of National Successes Now on —

WSOC

Believe It or Not Ripley
Major Edward Bowes
Jack Benny
One Man's Family
Hit Parade
Fred Waring
Sinclair Minstrels
Voice of Firestone
Grace Moore
and many others.

Wire or write for rates to—

WSOC
Charlotte, N. C.

Unethical Practices Are Most Numerous In NBC Continuity Acceptance Checking

Miss MacRorie

ONE year of operation of the NBC continuity acceptance department finds the network making marked advance in "building for itself a reputation as an advertising medium that would attract the most desirable class of advertiser". In that year, according to Janet MacRorie, head of the department, 560 policy enforcements were recorded, not including duplications of violations.

Besides service received from the Federal Trade Commission, Food & Drug Administration, National Better Business Bureau and Proprietary Association's Advisory Committee, the department has studied press comment and audience mail containing comment pertinent to the need of continuity regulation.

Consistent Policies

LATE last March Miss MacRorie visited the Chicago, San Francisco, Hollywood and Denver offices of the company to discuss the aims of this department with officials at these points and to endeavor to establish consistent enforcement of policy throughout the owned and operated stations.

"At Chicago and San Francisco", she says, "the work is in the hands of competent editors especially assigned to this work. Records of policy enforcement are kept at all three points. An exchange of these keep New York, Chicago and San Francisco posted on the work that is being done in continuity acceptance.

"NBC managed and operated stations: Working through the managed and operated stations department, all station managers are supplied with all rulings governing the acceptance of continuity and with records of policy enforcements, as these are released. That station managers are becoming more conscious of the importance of regulation of material broadcast is evidenced by the number of inquiries sent in.

"In general procedure of regulation, this department contacts the salesman handling the account, who, in turn, contacts the agency. Frequently, agency representatives wish to discuss the changes with the writer. A conference follows at which agency representatives, sales representative and the writer thresh out the difficulties involved.

"During the past year, some business offered this company has been declined on the ground that, because of the nature of the product, good taste could not be maintained were the product to be fully described and its use promoted. Such accounts include products of personal hygiene classification. Cosmetic business has been turned down where the credits presented claims which, it was felt, could not be substantiated. Others have been found unacceptable because credits and program both stressed the sex angle in promoting the sale of the product. Reducing agents and hair dye business has also been declined, as have various medical products having poor reputation.

"It is the feeling that much ground is gained if the agency representatives and others interested take opportunity to discuss the policy regulations of this company with continuity acceptance before going on the air. When this is done, few violations of policy appear in the scripts that are submitted afterward."

The review covers the following:

1. All scripts submitted for broadcast by sponsors of commercial network programs emanating from New York.
2. Checking continuity for local commercial programs—WJZ, WEAF.
3. Checking of programs and spot announcements to be made at various points, sold in New York.
4. Checking for policy violation during auditions of recording business offered.
5. Checking material for which the Electrical Transcription Department of this company will make the recordings.
6. Checking any copy submitted through Station Relations to go on local stations.
7. Checking contest and gift offers and sending information to Sales Promotion.
8. Checking lyrics (in cooperation with music rights).
9. Obtaining information from authoritative sources of the acceptability of business before sales efforts, or contracts are entered upon. Much of such inquiry comes from local stations.

"An encouraging sign is the voluntary consultation by agencies' representatives as to the acceptance of certain material before it is submitted for broadcast," says Miss MacRorie. "It is believed that agencies are beginning to suspect that NBC is often right in its decisions and that acceptance of the required changes work to the advantage of the client, as well as that of this company.

"That much work still remains to be done in regulation of commercial credits and in establishing higher standards of good taste in commercial programs goes without saying. However, it is believed that this company has laid the ground work and that the prospect of carrying on toward higher ideals is bright."

Here is the NBC analysis of the 560 policy enforcement reports:

Classification		*Number of Violations*	*% of Total*
Unethical Business Practices:		390	70.2
Superlative claims	96		
Exaggerated claims	68		
Derogatory references	80		
Unfairly competitive	42		
Misleading statements	26		
Dual sponsorship	21		
Negative comments	10		
Alarmist material	10		
Misrepresentations	17		
Trade infringement	7		
Derogatory references to advertising	7		
"Absolutely free"	6		
Poor Taste, Impropriety, Slander, etc.		88	15.8
"Safe" or "Harmless"		19	3.4
Mention of Other Networks:		18	3.2
Cross reference NBC	13		
CBS	5		
Editorial and Legislative Comment		6	1.1
Direct Address		5	.9
Contest Without NBC Approval		5	.9
Mention Deodorants, Laxatives		18	2.3
Appeal for Funds		1	.2
Sales in Studio		1	.2
Impersonation Without Release		1	.2
Mention Broadcast Tickets		1	.2
Improper Indentification of Recordings		1	.2
TOTAL		560	99.3

Analysis of 560 policy enforcement reports, distribution by accounts:

Classification	*Number of Violations*	*% of Total*
Automotive	10	1.8
Building Materials	4	.7
Cigars, Cigarettes, Tobacco	6	1.1
Clothing and Dry Goods	8	1.4
Medical	126	22.7
Cosmetics and Toilet Goods	158	28.4
Financial and Insurance	3	.5
Foods and Food Beverages	146	26.3
House Furnishings	4	.7
Lubricants, Petroleum Products, Fuel	21	3.8
Radios, Phonographs, Musical Instruments	3	.5
Laundry Soaps, Housekeepers Supp.	47	8.5
Stationery and Publishers	6	1.1
Beer	2	.4
Department Stores	9	1.6
Miscellaneous	7	1.3
TOTAL	560	100.8

95 Out of a 100 Have One —

We've said: "In our primary area 87.4% of the homes are radio-equipped".

Ross Federal (Survey) says: "Of the completed calls (16,495), 95.94% of the respondents owned a radio".

You advertisers say correctly: "It's the radios in a *concentrated area* that count".

Naturally you can best reach that concentrated area through its most popular station . . .

WCAE

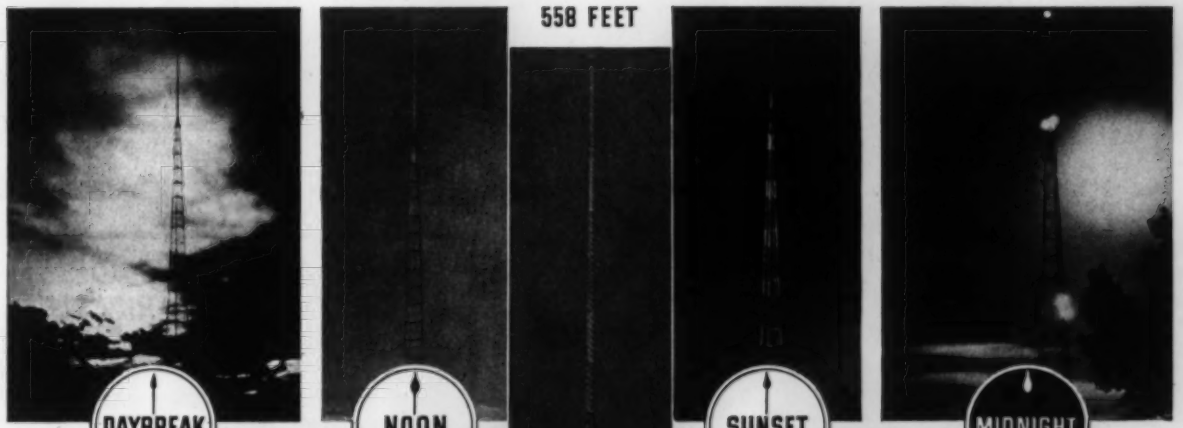
PITTSBURGH · BASIC NBC RED NETWORK

National Representative
HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO

We Don't Claim To Cover the World—But For RESULTS In Western Montana Try

KGEZ

Box 1 Kalispell, Montana



AROUND THE CLOCK WITH KGHL

The clock ticks off the seconds. It's sunrise at KGHL, Billings, Montana. Silhouetted against the struggling light of dawn, you see a single, graceful shaft piercing the sky at 558 feet. What is it? . . . One of the new self-supporting vertical radiators built by Truscon . . . the latest achievement in utilizing assigned power to maximum advantage.

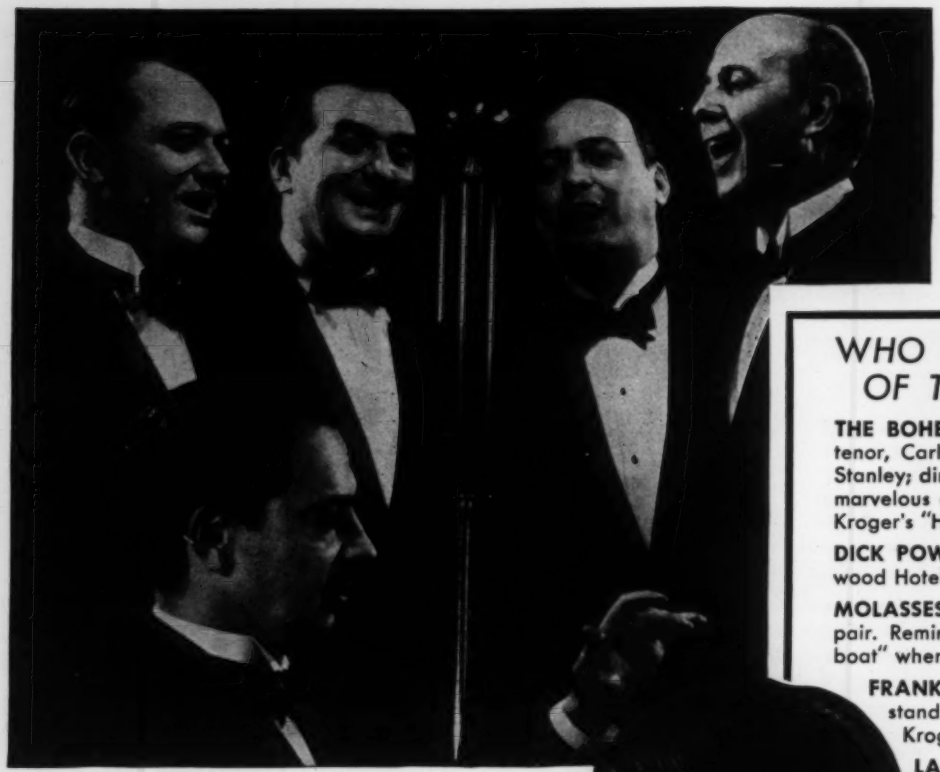
Through morning, noon and into the night . . . programs of every tonal quality are transmitted with high fidelity and almost total absence of night fading.

Incorporating every structural, mechanical and commercial advantage, Truscon vertical radiators are accelerating profitable development of commercial stations throughout the country. Also state police stations everywhere are materially improving their efficiency with Truscon vertical radiators.

Truscon offers expert cooperation to station executives, operators, radio consultants and engineers in determining the most efficient and economical design to meet *your* station's requirements.

TRUSCON VERTICAL RADIATORS

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO

Truscon sales offices are located in principal cities. If you are unfamiliar with the location of the Truscon sales office in your vicinity, write to Truscon Steel Company, Youngstown, Ohio

A NEW ELECTR

WHO ARE SOME OF THE STARS OF THIS REMARKABLE SERIES?

THE BOHEMIANS: Second tenor, Walter Scanlan; first tenor, Carl Mathieu; baritone, Paul Parks; bass, James Stanley; director and accompanist, Robert Armbruster. A marvelous and famous male quartet, regularly heard on Kroger's "House of a Thousand Eyes".

DICK POWELL, guest star, regularly heard on the "Hollywood Hotel" program.

MOLASSES 'N JANUARY, guest stars, famous comedy pair. Reminds you immediately of Maxwell House "Showboat" where they are regular features.

FRANK TOURS and HIS ORCHESTRA, one of the outstanding artist groups of radio, regularly heard on Kroger's "House of a Thousand Eyes".

LANNY ROSS, guest star. You know his fine voice of Maxwell House "Showboat".

AN EXAMPLE OF WHAT CAN BE DONE WITH TRANSCRIPTIONS!

Again World meets with remarkable success in solving a unique and important advertising problem. Mr. Stanley W. Barnett, Manager of station WOOD-WASH, Grand Rapids, writes to World—

"I cannot help expressing the favorable impression that I have had in listening to the Kroger show which you have recorded.

"To my mind it represents a new milestone in showmanship on transcribed programs. It has all the earmarks of a show produced at the last minute and put on in the studio, both from a musical and production standpoint.

"My suggestion is that you use this show as an example of what can be done with transcriptions. For I believe this type of show will do much to offset whatever remaining antipathy there may be on the part of advertisers to go in for recording a radio presentation."

GUEST ARTISTS—The Finest in Radio!

FIRST CLASS PRODUCTS—As Sold by the Kroger Grocery Baking Co.

FIRST CLASS RECORDING—As Provided by World Broadcasting System, with Wide Ra

Added up, it all equals a FIRST-CLASS PROGRAM it me an eager, RESPONSIVE Audience for the Kroger "HOUSE OF THOUSAND EYES."

WORLD BROADCASTING SYS

Other offices and recording studios at: 400 West Madison St., Chicago, Illinois; 555 South Flower St., Los Angeles, Calif. O

Sound Studios of New York, Inc. (Subsidiary of World Broadca

XUM

MILESTONE IN
RICAL TRANSCRIPTIONS

THERE'S a marvelous idea now on the air—doing a big outstanding job of SALESMANSHIP WITH SHOWMANSHIP. It's called THE HOUSE OF A THOUSAND EYES. A series of 52 half-hour programs sponsored by the Kroger Grocery & Baking Company. When this program was conceived, there was no question in the minds of their advertising agency, The Ralph H. Jones Company—the artists had to be the top, the outstanding stars of radio. There was no question about the radio vehicle for this spectacular program either. It had to be the top, too. And that meant WORLD TRANSCRIPTIONS. The depth, the brilliance, and the beauty of Wide Range Recording as developed by World Broadcasting System was just what was needed. And at the same time it expresses the quality of the work of the "G Men of the Kitchen," the chemists and scientists of the Kroger Food Foundation who examine every shipment of food products before they go out to the Kroger Stores. EVERYTHING TOP-NOTCH—the program, the guest artists, the sponsoring organization, and the quality of the radio reproduction.

And there is another way that World fits exactly into this problem. It is a case of REGIONAL ADVERTISING. 16 selected radio stations in the Middle West and South. In the territory of the Kroger Grocery and Baking Company, World Broadcasting System, with its highly flexible method offered the best way possible to broadcast over those selected stations and with utmost economy—no waste.

WORLD BROADCASTING SYSTEM INC.

TRADE MARK REG. U.S. PAT. OFF.

Y!TEM, Inc. NATIONAL BROADCASTING BUILDING
711 FIFTH AVENUE, NEW YORK, N. Y.

Angeles, Calif. Offices also at 523 Mortgage Guarantee Bldg., Atlanta, Georgia, and 1050 Howard St., San Francisco, Calif.
of World Broadcasting System, Inc.), Western Electric Licensee

XUM

BROADCASTING and Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Howling Calamity Again

WE DOUBT very much whether Mr. E. H. Harris, chairman of the Publishers National Radio Committee, is going to succeed in his newest effort to provoke a new radio-press conflict, which was settled for all practical purposes last year when UP and INS decided to sell news to radio for sponsorship purposes. If we rightly gauge the minds and purposes of the leaders of the newspaper publishing field, and taking UP and INS at their words that they do not intend to leave the radio field, Mr. Harris is due for the same disappointment as his predecessor, now an eager applicant for radio facilities for his own newspaper, who simply could not put over his fight against radio on behalf of the ANPA.

Mr. Harris' idea is that the press associations should be forced by their newspaper clients to stop selling to radio. He cannot becloud the issue by inferring that sponsors color or distort their radio news reports; several years of exprience have shown that they do nothing of the kind, and contracts like those of UP and INS with their station clients show that they have complete control over their reports. Nor are the radio people any less eager to protect their integrity for non-partisanship and freedom of speech than the newspapers, despite the fact that they hold only six-month franchises from the government. As for Mr. Harris' outright charges that the party in power controls the radio, that is bosh that even Chairman Fletcher of the Republican National Committee could not substantiate after the generous allocations of time on the air his organization and its spokesmen have received, with never a threat from the Roosevelt administration at any time that radio should clamp down on opposition.

Mr. Harris admitted in his Harrisburg speech that many publishers say radio has not injured circulation; we go further and assert that it has aided circulation for the many newspapers owning or cooperating with radio stations. As for the question he raises as to whether the broadcasting of news is not gradually undermining the newspaper as a newspaper, the experience of the last few years certainly has not proved anything of the sort, for newspaper linage has enjoyed the same comeback from the depression that other businesses have enjoyed, and newspaper properties seem to be in a stronger position than ever.

Mr. Harris fails to take cognizance of the fact that radio has proved itself perfectly capable of gathering its own news, as readily admitted by President Baillie of UP in his reference to the press' inability to halt the progress of Transradio, etc. President Herbert Moore of Transradio would like nothing better than to see the newspapers clamp down on UP and INS; what with their appetites for news whetted all the more by the fuss and bother raised by Mr. Harris and his cohorts, the radio managers will simply turn to Transradio for their news reports if the others withdraw, and what a competition with the press generally would ensue! And we're not at all certain radio might not be better off with its own independent source of news in the long run, especially if the newspaper calamity howlers continue to howl in these days where live and let live seems to be a motto benefiting newspapers and radio alike.

Some scenario writer with an astronomical imagination, thinking probably of film salaries, must have drafted the six-figure copyright infringement suits which Warner Bros. publishing houses have dumped into the courts. But infringement suits, like libel suits, usually ask a lot and get little.

The Facts First

THE FCC Broadcast Division found itself navigating in hot water again the other day because of the zeal of lawyers on its staff. On the basis of recommendations, it had issued temporary licenses to a number of stations, and good ones at that. At its very next meeting, upon learning the facts, it rescinded the orders.

The incident surrounds the Sterling Casualty Insurance Co. program. The stations were given temporary licenses because they carried the account. But there had been no adjudication anywhere against the Sterling company, although the Broadcast Division apparently was under the impression that it had been cited by the Postoffice Department. The facts were that the Department was making an inquiry and had not reached a conclusion one way or the other.

We hold no brief for the Sterling company or any other advertiser and we do not profess to know now whether its advertising is good. But we do say that stations should not be penalized by the FCC and have their reputations besmirched before there is any substantive evidence against them. Such evidence does not now exist against Sterling and it must be said in favor of the Broadcast Division that it was quick to rectify the error when it found it.

All of this commotion about station citations that have fallen flat may be traced to lawyers on the FCC staff who have placed themselves in the position of prosecutors and who have stepped out of character as lawyers to comb the files of other Federal agencies for information they can "get" against stations. We think that is borrowing trouble and putting the government to needless expense. At the same time it has unquestionably intimidated stations and frightened legitimate accounts from radio.

These recent incidents show how important it is for the FCC to make sure it is right before it acts.

A Radio Boondoggle?

WHILE we are naturally attuned to the political swing these days, we couldn't work up much of a lather over this "boondoggling" business. But things have changed, because this political pork-barrel has hit home. We refer to the WPA-FHA "plan" under which municipalities would be enabled to finance with relief money the building of new "municipal" broadcasting stations. As outlined, the plan appears ridiculous because it omits every consideration of radio's limitations, and the fact that American radio doesn't want any of Uncle Sam's relief handouts. Yet, because of some things that have happened in current politics, we are not inclined to brush it aside without some investigating. Thus far our investigations have revealed that the whole scheme was a brain-child of subordinates in these two agencies. It does not have the sanction of the higher-ups and it is disowned by the FCC which officially knows nothing about it. Steps are being taken to squelch this latest hare-brained scheme of some hidden "brain-truster".

The RADIO BOOK SHELF

TO THE SPARSE literature on the subject of writing for radio, Peter Dixon, radio director of Kenyon & Eckhardt, New York agency, has contributed another book titled *Radio Sketches & How to Write Them* (Frederick A. Stokes Co., $2). The book is much along the lines of Mr. Dixon's *Writing for Radio*, published several years ago, and contains 18 sketches, together with comments on the origin and technique in each. Mr. Dixon and his wife, to whom he dedicates the book, were the creators of and actors in the noted *Raising Junior* series, their first success, and they have collaborated on many other single shows and series since. Radio needs competent writers and will always need them, asserts Mr. Dixon in his foreword, in which he adds the hope that the book will help bring some of these writers into the broadcasting studios.

A COMPREHENSIVE 36-page yearbook, giving complete, accurate and up-to-the-minute information on the Minneapolis-St. Paul market, has been issued by KSTP, offering a detailed picture of market conditions in the eighth U. S. retail area. The book is copyrighted by the station. It was compiled by Ray C. Jenkins, manager of KSTP's newly-organized merchandising service department.

We Pay Our Respects To —

ROY SARLES DURSTINE

SOMEONE has called Roy Durstine "the dynamo in B. B. D. & O." That just about sizes up the newly-elected president of Batten, Barton, Durstine & Osborn, who assumed that office during the last fortnight when William H. Johns became chairman of the executive committee of the agency. For as vice president and general manager of B. B. D. & O., there wasn't a single move made in the entire agency, including its branches, that he did not know about—and much of all the agency's activity stemmed directly from his desk.

The broadcasting industry knows Roy Durstine as the first major agency executive who gave complete acceptance to the fact that radio advertising must inevitably be an agency function. More than that, he insisted from the start that client programs must originate in the agency and be staged by the agency — a conviction that ran counter to accepted notions, particularly in high network places, but one that he has carried through as an established policy at least for B. B. D. & O. His pioneering activity in radio advertising has borne fruit for his company, too, for today it is one of the leaders in time placements and at maximum it has had as many as 33 radio clients staging 1,135 broadcasts per week.

Roy Durstine comes by his interest in radio naturally for his is the creative mind well trained in the fields of music and showmanship. Born in North Dakota in 1886, he attended Lawrenceville prep school and Princeton University. At college he wrote and played in the annual shows of its famed Triangle Club and also edited its newspaper *The Princeton Tiger*. Upon being graduated in 1908, he became a reporter for the old *New York Sun*, serving for four years after which he became manager of Theodore Roosevelt's Bull Moose campaign.

Convinced that there was more scope for his efforts in advertising he subsequently joined Calkins & Holden, then went into business with James G. Berrien as Berrien & Durstine. In 1919, together with the well known writer, Bruce Barton and Alex F. Osborn, he organized the firm of Barton, Durstine & Osborn, which in 1928 merged with the George Batten Co.

It was in 1923 that his interest in radio was awakened. Bruce Barton had visited Station WOR during a broadcast in which Ed Wynn was guest artist. He returned to the office enthusiastic about this new means of communications and told Durstine about it. His partner bought his first radio set in 1924 and during a vacation on Cape Cod listened to the Democratic National Convention through earphones. Ideas about radio as a major means of advertising then began to formulate in his mind.

One of the firm's accounts was the Atwater Kent Co. Mr. Kent himself was directing a quartet on the air. Durstine suggested expanding, using big name artists. Durstine sold Kent the idea, and the radio manufacturer gave a tea in New York to explain the revolutionary change (now a commonplace) which was being heralded in radio by the introduction of major artists, many of whom theretofore had looked with contempt upon the new medium. The Atwater Kent Hour ran continuously for six years every Sunday night, its first group of artists including Reinald Werrenrath, Louise Homer, Richard Bonelli, Josef Hofmann and Albert Spalding.

After the Atwater Kent show, other clients became interested in radio. When four or five shows were being handled by the agency, Durstine decided he should start a radio department. He took charge of it himself, working in the studios three and four nights a week. Then he offered the department's directorship to Arthur Pryor Jr., son of the famed band director who himself had just had an offer of $1,000 a week with his own band. Pryor took the job at $75 a week—a decision he has never regretted.

It is the agency's policy to develop its own radio executives, practically every employe of the radio department having been transferred from other departments or having come in without previous radio experience. Arthur Pryor's standing in the field of radio showmanship and advertising is well known throughout the industry, and one of the brightest and most popular of radio advertising's bright young men is C. E. (Ned) Midgley, who handles spot placements.

Roy Durstine feels that the most spectacular thing he ever did in radio was the series of Atwater Kent Auditions which ran for four years and which, in a sense, may be regarded as the precursor of the present wave of amateur shows. Jim Adams, of the agency staff, suggested the auditions idea to Durstine, who seized upon it immediately, entrained for Palm Beach to sell the idea to A. Atwater Kent—and sold it in a mere matter of 10 minutes. Durstine says this was the quickest sale he ever made.

Durstine feels that his biggest contribution to radio is the fact that his agency from the start has been a stabilizing force, insisting upon clean continuity, playing fair with artists and charging clients reasonably for services. The agency's list of accounts using radio reads like a Roll of Honor, including, to mention only a few, such shows as *The March of Time, Cavalcade of America, Corn Cob Pipe Club of Virginia, Adventures of Terry & Ted, Julia Sanderson & Frank Crumit.* During the first week in February the B. B. D. & O. roster included 436 broadcasts per week for 19 clients, counting both network and spot.

Roy Durstine has been described by one of his colleagues as "a fabulous sort of person, entirely human, and yet functioning with the economy and precision of a machine." He is a glutton for work, a detail man whose mind and desk are always free of details and who always knows where he is going. For eight years, 1919-1927, he wrote and produced musical comedies for charity in Westchester County. For 15 years after graduation he was chairman of the board of trustees of the Triangle Club.

He has tremendous faith in the future of radio, and even now those who know him say he is prepared for the inevitable day when television comes. He has always insisted in his writings that radio must be good entertainment first and free of objectionable commercial content. His breadth of interest is intimated by the titles of the several books he has written, some of them used as college textbooks: *Making Advertisements and Making Them Pay, This Advertising Business* and *Red Thunder*, the latter written after a trip through Russia a few years ago.

PERSONAL NOTES

DAVID SARNOFF, RCA president and chairman of the NBC board, has been decorated with the Order of the Oaken Crown of the Grand Duchy of Luxemburg, in recognition of his pioneering work and contribution to the radio art. He also holds the Cross of Chevalier of the Legion of Honor from France, and the Polish Order of Polonia Restituta, Officers Grade.

LENOX R. LOHR, NBC president, and Mrs. Lohr, and Alfred C. McCosker, WOR president, and Mrs. McCosker, were dinner guests Feb. 11 of President and Mrs. Roosevelt at the White House. The McCoskers continued to Palm Beach, Fla., for a three-week vacation.

HUGH BOICE Jr., son of Hugh Kendall Boice, CBS vice-president in charge of sales, has joined the sales department of WNEW, New York. Mr. Boice will contact advertising agencies and handle national accounts exclusively. He was formerly in the media and radio production departments of Benton & Bowles Inc., New York agency.

ROBERT CARROLL has become a member of the art staff of the CBS sales promotion department. He was formerly connected with Bonwit-Teller Inc., New York department store.

CBS executives in Los Angeles early in February included M. R. Runyon, CBS vice-president and treasurer, who arrived from New York for a brief trip, Sam Pickard, vice president in charge of station relations, concluding a lengthy journey, and W. B. Lewis, CBS program director, New York. Pickard and Runyon expected to return East the middle of February, with Mr. Lewis following at a later date.

J. F. MANGELS, formerly connected with radio in the East, on Feb. 1 assumed the newly created post of promotion and commercial manager of KMTR, Hollywood.

HENRY A. BELLOWS, former CBS vice president and now advertising counsellor to General Mills Inc., Minneapolis, has become engaged to marry Mrs. Alice Rickey Eells, Washington society matron and a member of the Junior League.

TOM FLANAGAN, formerly of the advertising department of the *St. Joseph* (Mo.) *News Press-Gazette* and later in the Kansas City office of Mitchell - Ruddell - Rudden, publishers representative, has been appointed to the local advertising department of WREN, Lawrence, Kan., and will devote his time to the supervision of WREN's Kansas City business.

LOIS HENRY has been named assistant to Robert Schmid, of the MBS sales promotion department.

LEONARD JOHNSON, with the *Knoxville News - Sentinel* business office for 15 years, has been added to the sales staff of WNOX, Knoxville.

RALPH ATLASS, Joe Allabaugh, John Carey and Hartford Taylor are the ping-pong champions of WJJD, Chicago, and will represent that station in the forthcoming meet of the city's Industrial League. These four won their places on the station's team after a series of trial matches including most of the station's staff.

PIERRE BOUCHERON, for many years advertising and sales promotion director of RCA and RCA-Victor, and for the past year exploitation specialist for RKO Distributing Corp., has accepted a merchandising post as assistant sales manager, cutlery division, Remington Arms Co., Bridgeport, Conn., effective Feb. 1.

R. S. BARRON, formerly of Gulf Refining Co., has joined the sales staff of WTAR, Norfolk, Va. W. Travis Barnes, of the sales staff, was married in January to the former Mrs. Holt Debnam Brooks.

EARL FRICK, formerly a salesman of WJBK, Detroit, has left the station to become salesman for a finance company.

FREEMAN LANG, Hollywood transcription producer, sailed on his cruiser early in February for a two-month fishing trip in Mexican waters.

JAMES R. CURTIS, president of KFRO, Longview, Tex., has been named chairman of the board of the Longview Junior Chamber of Commerce.

DR. GEORGE W. YOUNG, owner of WDGY, Minneapolis, and Mrs. Young left Feb. 2 on a six-week trip to the South, Mexico, Panama and Caribbean points.

Italian News!

It's hot stuff these days... and WMEX is providing it in full to GREATER BOSTON'S quarter million Italian population. Our four 15 - minute Italian News Periods daily assure this responsive audience all the latest developments in the Ethiopian campaign.

Open to limited number of participating sponsors.

WMEX
The Spot for Spots
BOSTON

JOSEPH CREAMER, formerly with S. M. News Co., Batten, Barton, Durstine & Osborn Inc., and the *New York Sun*, has succeeded Edwin Reynolds in the sales promotion department of WOR, Newark.

E. W. DOERNBECKER, operator of KVI, Tacoma, Wash., accompanied by Mrs. Doernbecker and daughter Dorothy, who is KVI publicity director, are in Florida vacationing until March 15 after a swing around the country to San Francisco, New York and Washington.

QUIN RYAN, manager of WGN, Chicago, is spending his annual winter vacation on Sanibel Island in the Gulf of Mexico, off Ft. Myers, Fla.

COL. THAD H. BROWN, FCC Commissioner, spoke at Greenville, O., Feb. 11 on plans for a memorial building to commemorate the treaty of peace signed in 1795 by Gen. "Mad Anthony" Wayne and the Confederated Indian Tribe. The address was carried by CBS.

JOHN BATES who came to WOR, Newark, from KSD, St. Louis, three months ago has been named liaison between the WOR sales and program departments.

Adam Stein Jr.

ADAM STEIN Jr., 53, vice president of World Broadcasting System, and an eminent radio and acoustical engineer, died Jan. 19 at his home in Kingston, Mass. A native of Pittsburgh, Mr. Stein was one of the pioneers in technical radio. In his youth he was employed by A. T. & T., and in 1916 became assistant chief engineer of Marconi Wireless. Later he joined the General Electric Co., and became managing engineer of the radio department. He helped form WBS in 1929 and became its vice president in charge of engineering and production.

HAL AND CLEM — Hal Totten, NBC sports announcer, broke in via football and then graduated to boxing. Here he is (left) with Clem McCarthy as they announced the Louis-Retzlaff fight in Chicago recently for NBC.

BEHIND THE MICROPHONE

JOHN (Speed) HARRINGTON, who formerly announced hockey games and gave sport summaries over WGN, Chicago, and who has more recently served as program director of KWK, St. Louis, has returned to Chicago to join the CBS announcing staff.

JESS KIRKPATRICK, one-time University of Illinois football player and since then leader of his own orchestra, has joined WGN, Chicago, as announcer, singer and master of ceremonies.

VAUGHAN BRADSHAW, guitarist, has joined the production staff of WTAR, Norfolk, Va.

FAY PATTEE, NBC audience mail department, San Francisco, was married Jan. 31 to Franklin J. Smith of that city, in Reno.

MEREDITH WILLSON, NBC western division musical director, San Francisco, has been made a member of the 'Round and 'Round Club started by Hollywood musicians. A tiny metal spiral that emerges from the lapel and goes 'round and 'round, is the club's badge.

JACK BARRETT, publicity director of WJBK, Detroit, has added continuity writing to his duties.

HUGH BRANNEN, Washington newspaperman, has joined the continuity department of WRC and WMAL, Washington.

VERN SMITH, formerly of W9XBY, Kansas City, has resigned to free lance in Chicago.

HUBERT L. VOIGHT, Hollywood talent and publicity agency, has started a radio department in charge of Lorna Ladd, interviewer of KMPC, Beverly Hills.

RALPH SCOTT, of KNX, Hollywood, has been named master of ceremonies of the *KNX Breakfast Club*.

CY LELAND, announcer of WBAP, Fort Worth, was married Jan. 30 to Miss Oleta Winters of that city.

LESLIE BIEHL, formerly of WNEW, New York, has joined the announcing and continuity staff of WPTF, Raleigh, N. C.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD RADIO Inc.
Hollywood, Calif.

LOU KEMPER, announcer and vocalist of WHB, Kansas City, is recovering from an emergency appendectomy.

ROBERT CUNNINGHAM, for the last year in charge of production at the Omaha studios of KOIL, on Feb. 1 joined the production staff of CBS.

RUSS MORGAN, former music director of WXYZ, Detroit, and one time arranger for Victor Herbert, leads the orchestra in the *Music is the Morgan Manner* program from the Biltmore Supper Room, New York, Mondays over the NBC-WJZ network, with Lewis Julian, former NBC page boy, as soloist.

EARL SANDERSON, formerly on the production and announcing staff of KJBS, San Francisco, has joined KGGC, that city, in a similar capacity.

DAVID ZIMMERMAN, new announcer of WSPD, Toledo, is the father of a boy born Feb. 2.

JOHN H. CLEGHORN has been named publicity director of WKY, Oklahoma City.

FRANK KLODE, NBC sports announcer, has returned to Radio City after a two-month illness from typhoid fever.

BILL SHARPLES, for ten years with KNX, Hollywood, has resigned to join KTM, Los Angeles.

GLENNON HARDY, announcer of KNX, Hollywood, has announced his engagement to Miss Yola Odone, of Los Angeles.

EQUIPMENT

WSYR, Syracuse, has installed a new transmitter and now is completely equipped with RCA apparatus. Although authorized to use 1 kw., WSYR is still on 250 w. pending construction of a new transmitter house and tower outside the city limits. These are to be completed by June. The switch to the new transmitter was made with little ceremony, a station-break announcement being made at a regular noon news program, with 30 seconds allowed for the switchover.

GATES RADIO & SUPPLY Co., Quincy, Ill., announces model 106-C amplifier for all broadcast speech input requirements. This amplifier is a self-contained high-fidelity amplifier, power supply and level indicator all in one self contained unit for rack mounting. Full details may be secured from Gates catalog.

WORK on the new studios of WDRC in the Hartford-Connecticut Trust Co. Bldg. is progressing rapidly, with ultra-modern treatment feating the quarters, which occupy the penthouse floor. New Western Electric speech input equipment will be installed. The studios are to be ready May 1.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., in March will market a professional recording machine with a new turntable. It will be about twice the weight of its predecessor.

BRUSH DEVELOPMENT Co., Cleveland, has introduced a lapel microphone known as the BLI, weighing less than an ounce. Special cushioning and a rubber jacket are said to insure quiet operation. A new spherical microphone is designed for low-priced needs, PA, police, interstation, announcement and amateur work. No input transformers or elaborate mountings are required and they operate directly into the grid of the first amplifier tube.

WSPD, Toledo, has installed dual-channel Western Electric speech input equipment and has revised its studio layout to aid the control operator. Both RCA and Western Electric microphones have been added.

KFRO, Longview, Tex., has acquired an RCA OP-4 portable amplifier for remotes.

Baltimore Leads

Eleven Larger Cities
In
Department Store Sales, New Car Sales
And Building Permits Increases
In 1935

These Three Indices And Many Others
Place Baltimore
At The Head Of The Progress Parade
For 1936

By All And Any Index

WBAL

Leads In Sales Potential
In Maryland

10,000 Watts **WBAL** 1060 kcs.

BALTIMORE, MARYLAND

National Representative

Hearst Radio NEW YORK CHICAGO SAN FRANCISCO

KING BARD, promotion director of WOOD-WASH, Grand Rapids, Mich., and originator of the NBC Breakfast Club, has rejected an offer to join CBS, the station announced Feb. 10. Jerry Linden, announcer and studio player, has left the station to direct dramatics for the local Department of Recreation.

MEL VICKLAND, originally engaged as a baritone with KFRC, San Francisco, has been added to the station's announcing staff, succeeding John Nesbitt, who resigned to free lance.

ADRIAN O'BRIEN, tenor on the Yankee Network *Spotlight Revue* program, has left WNAC, Boston, to join his former singing partner, Alice O'Leary, at WLW, Cincinnati. Aida Carroll, formerly of British Broadcasting Co., and George Wheeler, WNAC staff tenor, have joined the *Revue* program.

RUSSELL RINK, formerly in theater work, is handling news programs on WNAX, Yankton, S. D., succeeding Charles Glenn who has been added to the announcing staff.

NED REGLEIN has been transferred from WJJD, Chicago, to WIND, Gary, where he will take charge of the announcing staff and assist in the production department.

DALE COOPER, the Budget-Stretcher of WAAF, Chicago, has been busy turning down offers of assistance ever since the announcement that she is to be one of the judges of the nation-wide cherry pie contest to be held Feb. 31 at the Hotel Morrison.

RAY PERKINS, former Canadian newspaper man and recently in charge of all news broadcasts from WIND, Gary, Ind., has left the station to join a Detroit advertising agency.

HARRY JACKSON, formerly of WILL, Urbana, Ill., has joined the announcing staff of KTHS, Hot Springs, Ark.

WILLIAM G. SIMON, professor at St. Mary's College, has been appointed conductor of college broadcasts for KSPO, San Francisco. He succeeds Robert McAndrew, who has joined the San Francisco NBC staff as junior announcer. Joseph Walters, transcription producer and actor, has been added to the announcing staff of KSFO, Oakland.

ADRIAN GENDOT has been added to the KYA, San Francisco, continuity and production department, succeeding William Fuller, who has been transferred to the announcing staff. Fuller replaces Donald Ralph, resigned.

LES HALPIN has been appointed publicity director of KOIN, Portland, Ore., succeeding Harvard MacIntyre, resigned.

ROBERT KEEFE, formerly of WFBL, Syracuse, and Frank Cooley, formerly of WLW, Cincinnati, have joined the announcing staff of WOR, Newark.

KIMBALL SANT, formerly of WOR, Newark, and recently of KQW, San Jose, Cal., has been named assistant production manager of MacGregor & Sollie Inc., San Francisco transcription concern.

DON LOVE, formerly of KMBC, Kansas City, has joined the announcing staff of KFAB, Omaha.

LESLIE MARSHALL, formerly of WMT, Waterloo, has joined the Omaha staff of Central States Broadcasting Co. Duane Gaither is the father of a girl born recently.

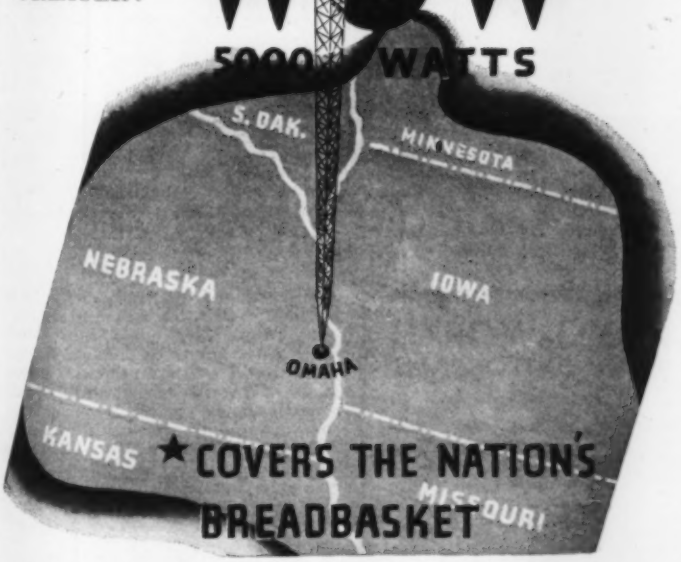
O. B. EDDINS, KROW, Oakland, Cal., announcer, is the father of a girl born in January.

CHIEF Engineer Jack Sharpe of CFRB, Toronto, is reported by the *New York Sun* to be recording the *Burns & Allen* show on CBS for playbacks over that station the half-hour immediately following its American network presentation.

COVERAGE NOW 30% GREATER!

WOW

5000 WATTS



★ COVERS THE NATION'S BREADBASKET

Omaha is in the heart of the middlewest whose bosom bulges with the foodstuffs of a nation. And, from Omaha, WOW with its new power of 5,000 watts dominates this vast empire. The field is fertile . . . your harvest certain . . . if cultivated through WOW.

JOHN BLAIR CO., *Representatives*
New York, Chicago, Detroit, San Francisco

ON THE N. B. C. RED NETWORK

271

LOCAL ADVERTISERS USED

WTCN

TO BROADCAST THEIR SALES MESSAGES TO THE TWIN CITIES MARKET IN 1935

. . . and here's a typical description of their results

FOREMAN and CLARK

UPSTAIRS STORES COAST TO COAST

SEVENTH & WABASHA — ENTIRE 2nd & 3rd FLOOR — PHONE GARFIELD 2196 — ENTRANCE ON WABASHA ST.

ST. PAUL

January 14th, 1936

WTCN
Minnesota Broadcasting Corp.
1804 Wesley Temple Building
Minneapolis, Minnesota.

Dear sirs:

We wish to thank you for the services you have rendered us in the advertising field. We have been advertising over your station for a year now and from the beginning have had success. About a month ago we tripled our appropriation to your station, which can mean only one thing: we believe WTCN has so greatly increased its circulation that it has doubled its value to all of its advertisers. We have found your station to be a most excellent medium whereby we have been able to reach our customers throughout the entire Northwest.

Yours very truly,

FOREMAN & CLARK

BY: J. C. Foreman

TCF:S

Originators of TRADE UPSTAIRS & SAVE $10

F & C Stores
New York, Chicago
Los Angeles
San Francisco
Kansas City
St. Paul
Des Moines
Minneapolis
San Diego
Oakland
Sacramento
F & C Factories
New York City
Troy, New York
Watervliet, N. Y.
Canajoharie, N. Y.
Sayre, Pa.

ST. PAUL DISPATCH-PIONEER PRESS and MINNEAPOLIS TRIBUNE STATION

FREE & SLEININGER — National Representatives.

WELL, HE SAID HE HEARD US, ANYWAY!

The other day, a radio fan wrote that he had heard us in the Philippines. Well, maybe so . . . But even if he *did*, our advertisers weren't paying for him. No sir!—our rates are based *only* on the 925,717 people who live in our primary daytime coverage area. The scattered millions outside our real market cost you not one penny. That's the "bonus" you get when you use our station . . . N. B. C.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

IN THE CONTROL ROOM

S. K. HEFFERMAN, for six years with WCKY, Cincinnati, has joined NBC in New York as studio engineer.

JAMES KELLEY has joined the control staff of WFBL, Syracuse, replacing Harold Dorschug, who has gone to CBS.

PAUL EUGENE BOWLES, former motion picture property man, has been appointed assistant to James Lyons, NBC sound effect director, in San Francisco.

FRED EILERS, former chief engineer for KYA. San Francisco, sailed Feb. 7 on the *President Pierce* for Honolulu, to become associated with the Honolulu Broadcasting Co., which operates KGMB. Eilers will take over the management of KHBC, new 100 watt station now being built at Hilo, which will be ready for operation in April.

CECIL SUITT, control operator of KTHS, Hot Springs, Ark., is the father of a girl born in January.

WILLIAM PRICE, engineer of WASH-WOOD, Grand Rapids, is to be married to Miss Charlotte Van Domlen of that city.

WFBC Increases Power

WFBC, Greenville, S. C., will dedicate its new 5,000 watt plant on March 1. Completely modern, the new plant comprising a 5,000 watt RCA high fidelity transmitter, and a 376-foot Truscon vertical radiator. Power of the station during daytime will be increased to 5,000 watts, with 1,000 watts at night. The station operates on the 1300 kc. regional channel and is owned by the *Greenville News Piedmont.*

What Radio Means to Me:

I am a farm woman.

On dark mornings I hear the inspiring thunder of city pipe-organs; gay singers salute me.

Mending husking mittens, I follow the China Clipper.

I pause in my churning to hear the chimes of Westminster Abbey.

Radio and its tireless workers widen my world.

By a listener to **KFAB,** Lincoln-Omaha
Mrs. F. M. Packwood, Route 2 Bennett, Nebr.

●

(Copies of this advertisement, suitable for framing, will be furnished to those requesting them)

EARLY BIRD RISES TO APEX

Dedication of W8XWJ Marked by Plane Broadcast and Review of the Progress of Radio

THE *Detroit News,* which dedicated its ultra short-wave station W8XWJ Jan. 29, has also added to its radio facilities a broadcast studio with wings and a radio announcer who pilots his own plane. The new short-wave station is located at the top of the city's tallest office structure, the Penobscott Bldg. The flying studio is the newspaper's airplane, *Early Bird,* piloted by James V. Piersol, aviation editor.

W8XWJ operates on a frequency of 31.6 megacycles under the direction of William J. Scripps, acting manager of WWJ, and is under direct charge of Carl Wesser, engineer. Excellent response has greeted the offer of the *Detroit News* to furnish those interested with plans and instructions for the building of ultra short-wave receivers.

During the W8XWJ dedication on the evening of Jan. 29, a program broadcast from the *News* airplane was heard over the ultra short-wave station and over WWJ. Mr. Piersol at the controls of the *Early Bird,* introduced his passenger, Ty Tyson, WWJ sports announcer, who described the appearance of Detroit as seen from the air at night.

The new W8XWJ is equipped throughout by RCA, including the high-fidelity transmitter. The transmitter aboard the *Early Bird* is Western Electric and the receiver is a Lear. Ground pick-up of the airplane broadcasts is made with a Philco receiver. The plane, described as "the newspaper office of the air," is a Lockheed Orion and its equipment includes the Sperry Gyro-Pilot and a Fairchild aerial camera, which is pilot-operated.

The *Early Bird* was introduced on the W8XWJ dedication program by a series of sketches which showed the progress of radio from the head-phones and crystal sets in use when WWJ first went on the air, up to the present modern equipment which permits the clear reception of airplane broadcasts.

APEX INAUGURAL — Ty Tyson, sports announcer of WWJ, Detroit, and James V. Piersol, aviation editor of the Detroit News and pilot of the newspaper's airplane, made an airplane broadcast which featured the dedication Jan. 29 of the ultra-shortwave station W8XWJ.

THE NBC serial *Death Valley Days* will be the basis for a series of two-reel movie shorts, rights having been taken by Leon Schlesinger, Hollywood.

LANG-WORTH
PLANNED PROGRAMS

◆

Largest Copyright-free Transcription Library in the world. Descriptive booklet and prices sent upon request.

◆

Recorded by R.C.A. Victor—Victrolac pressings—see back cover of this issue.

◆

LANG-WORTH FEATURE PROGRAMS Inc.
420 MADISON AVE., NEW YORK
Pacific Coast Sales:
Lowe Features — San Francisco

Add "Apex" Stations

TWO more stations have been authorized by the FCC Broadcast Division to operate in the so-called "apex" bands, their call letters having been assigned too late for inclusion in the tabulation on page 50 of the Feb. 1 issue of BROADCASTING. They are W2XDV, licensed to Atlantic Broadcasting Corp., a CBS subsidiary, and assigned to 31,600, 35,600, 38,600, 41,000, 86,000 - 400,000 and 401,000 kc., and W1XKB, licensed as a portable to Westinghouse E. & M. Co., and assigned to 55,500 and 60,500 kc. in addition to the foregoing frequencies. These grants were ordered before the FCC on Jan. 21 ordered temporary suspensions of all further "apex" grants pending the issuance of its new technical rules and regulations.

S. G. Ellis

S. G. ELLIS, 31, radio sales engineer of Westinghouse, at Chicopee Falls, Mass., died Jan. 19 in New York following a brief illness resulting from a malignant infection. Mr. Ellis had been with Westinghouse since 1927, having participated in the installation of the Government frequency monitoring station at Grand Island, Neb. He also completed one of the earliest cab to caboose radio installations in 1927. He was a native of Denver.

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

CBS Takes Philco Free Speech Series

Conflict With Network Policy Causes Change in Plans

AN AMBITIOUS campaign in defense of freedom of speech on the air launched by Philco Radio & Television Corp. has been taken over by CBS because of the conflict that would have been caused with the networks' policy of not selling time for the discussion of "public issues".

On Jan. 23, Sayre M. Ramsdell, Philco vice-president, sent a letter and a questionnaire covering this issue to numerous men in public life and to newspaper and magazine editors as the opening gun of the planned campaign for maintenance of the American system of broadcasting. Neither the NAB, trade association for the broadcasting industry, nor the Radio Manufacturers Association, trade association for set manufacturers, had been consulted, and the reaction in industry circles, especially among broadcasting officials, was that defense of American radio does not fall within the province of any single set manufacturer.

Only a week or so after its first announcement Philco sent out a printed phamplet declaring it had received an overwhelmingly favorable response to its questionnaire and that outstanding leaders in government, business and the professions urge the importance of perpetuating the basic fundamentals of the American system.

A Public Forum

CBS announced Feb. 6 that it would broadcast a public forum on "Broadcasting and the American Public", beginning Feb. 7 with Boake Carter, Philco commentator to handle the interviews. Speakers definitely scheduled were Dr. James F. Cooke, editor of *Etude*, musical journal, Feb. 7; FCC Commissioner George Henry Payne, Feb. 15; David Lawrence, noted political writer, publicist and editor of the *United States News*, Feb. 17; O. H. Caldwell, editor of *Radio Today*, Feb. 19, and William Green, president of the American Federation of Labor, Feb. 21. All except Mr. Green had been scheduled originally by Philco. Invitations also had been extended, first by Philco, and then by CBS, to Republican Chairman Fletcher and Democratic Chairman Postmaster General Farley, to participate. Mr. Farley agreed to speak Feb. 14 and Rep. Bertrand Snell (R New York) spoke Feb. 13 in place of Mr. Fletcher.

CBS announced that the forum originally had been projected by Philco but that the company had "overlooked Columbia's established policy not to sell time for the discussion of public issues but to allot such time for speakers to discuss these subjects in their own way."

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

Mercirex to Use Spots

MERCIREX Co., Milford, Del., (Germicidal Soap and Ointment), announces appointment of Geare-Marston Inc., Philadelphia and New York agency, as their advertising and merchandising counsel. Plans for 1936 advertising include spot broadcasting and newspapers.

Community Stations

(*Continued from page 10*)

working in collaboration with WPA on any such radio venture.

The Federal Research statement said that any proposed station must be built on public property, that the station must be designed to serve public need and benefit as distinct from private interests and that the stations, if not operated by the municipality, may be leased to private operators. Profits of the private concern, however, would be limited or some profit agreement reached whereby the city or town could share benefits.

Concerning the station applications, aside from the WPA and FHA advances, the news letter said:

"Broadcasting stations vary in size from giant 500,000 watt stations down to 50 and 100 watt stations serving single communities. Smaller stations may be obtained more readily than large ones due to quota restrictions and other technical requirements. Stations ranging up to 100 watts designed to serve single communities do not interfere with state quotas to any appreciable extent. Hence a community desiring a small station may secure one more readily than a city which seeks a more powerful transmission unit."

The FHA Viewpoint

AFTER receipt of the inquiry from BROADCASTING, FHA Deputy Administrator Gignilliat, made the following statement:

You ask concerning the activity of the Federal Housing Administration in assisting in the financing of new equipment for radio broadcasting stations. I regret that I cannot give you detailed information concerning how extensively the facilities offered by this Administration have been made use of by the radio stations.

Under Title I of the National Housing Act we are permitted to insure loans made for the purpose of installing equipment and machinery in various types of business and commercial properties. A radio station is classed as a business property and hence equipment and machinery which meet our standards of eligibility are eligible for this type of financing. These loans are all made by private financial institutions.

We do not require from the financial institution at the time the loan is made, a detailed description of the equipment or machinery which is to be installed or of the type of property on which the installation is to be made. This information is reported to us only in event that a claim for loss is submitted. We have had a few inquiries from radio stations as to just what type of equipment is eligible for financing. However, so far as we know, no loans for this purpose have been made, though, as I state above, this information would not ordinarily come to us unless a claim for loss were made.

I wish to emphasize the fact that all of these loans are private transactions as between a bank or other financial institution and the radio station. No Government money is loaned. The FHA, therefore, has nothing to say as to how the money is expended except only that it be for equipment or machinery included within the scope of the Act and regulations.

You brought to my attention the statement made in a recent form letter issued from Washington to the effect that the WPA is interested in the construction of municipally-owned radio stations as a Works Project. This is the first time that this information has come to my attention. I did not know that they were entering this field.

THIS STATION--

Concentrates on

31,000

Homes in East Texas

With a Potential Audience of 226,000 Listeners.

You can reach them with

KFRO

"Voice of Longview"
Longview, Texas

Complete Tidewater Coverage

WGH

NEWPORT NEWS — NORFOLK— PORTSMOUTH
Virginia

Affiliated with the Virginia Broadcasting System

Gadsden

. . ALABAMA'S 2nd Industrial City!

Gadsden, Alabama, is the 2nd Industrial city of Alabama and is the home of 59 industries, including the plants of

- The Gulf States Steel Co.
- The Goodyear Tire & Rubber Co.
- Agricola Furnace Company.
- The Dwight Manufacturing Co.

WJBY

Gives intensive coverage of this great industrial center and the prosperous farming area surrounding it.

Gadsden Broadcasting Co., Inc.
Gadsden, Alabama

B. H. Hopson, Pres.
J. W. Buttram, Mgr.

The Watts "Go 'Round and 'Round"

The Watts family of KFBB, Great Falls, Montana, are great visitors—always on the go—and always welcome.

They carry news, amusement, education and sponsors' messages to practically every home within 150 miles of Great Falls.

Let the Great Falls "Watts" take your story with them on their next visit.

You, too, will be surprised how they get around—and how the people of this area take their advice.

2500 Watts Day **KFBB** 1000 Watts Night

GREAT FALLS • MONTANA

Eastern Representative
JOSEPH McGILLVRA

Western Representative
WALTER BIDDICK

Cook Travel Series

THOMAS COOK & SON-WAGON-LITS Inc., New York (travel agency), will return to the air for the ninth year over an NBC-WJZ network Feb. 23, Sundays, 5:30-5:45 p. m., for 13 weeks. The network comprises WJZ, WBZ-WBZA, WMAL, WFIL, KDKA, WBAL, and a Chicago station. Every year prior to the summer tourist season the sponsor inaugurates a series of travel talks. Malcolm Le Prade will be the narrator, supported by incidental music. L. D. Wertheimer Adv. Co. Inc., New York, is the agency.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate 1,000 Watts

Business at A New High!

WWNC starts 1936 with the largest total of January business it has ever had! The reason: WWNC produced richly satisfying results for its advertisers in 1935.

Western North Carolina's Only Radio Station!

Merchandising Notes

How to Sell Pianos — Your Money Back, Twice — Warm Reception For Ice—Typewriter Prospects—Scoops

AS A DIRECT result of its first broadcast, Starck Piano Co., Boston, within eight hours of the program sold four pianos, totaling $1400, and received inquiries for several more. Frank Heneon, New England manager of the Starck Piano Co. said: "Nothing like this has ever happened to me before. The first purchaser of a piano bought it within ten minutes after the broadcast was over." The Starck Co. inaugurated the series of 100 15-minute piano recitals, featuring Donald Van Wart, staff pianist of the Yankee Network, on Jan. 31 and continues to Sept. 18.

* * *

THE double-your-money back offer is being utilized in marketing Colgate shaving cream on CBS. Over a year ago Colgate-Palmolive-Peet offered every customer who tried Colgate toothpaste and was not satisfied, the full purchase price plus postage. Only a very few listeners sent in their empty toothpaste tubes in accordance with the stipulations. In fact the number was so small that the sponsor did not hesitate in doubling the money back offer. The brushless shaving cream is a new product.

NATIONAL ICE ADVERTISERS Inc., Chicago (ice dealers) is using all the usual means of merchandising the new CBS network program which emanates from Mary Pickford's home, Pickfair, in Beverly Hills, Cal. But the manner in which this material will be obtained and how each ice dealer will use his material is somewhat new. Each dealer will finance his own merchandising campaign in his particular community in his own way and no national planning will be done. From the Ice Refrigerator Bureau in Detroit, each ice dealer taking part in the radio campaign can buy merchandising helps. This bureau is a cooperative buying office for the promotional material.

Spotlight ads which appear in local papers are paid for by the local ice dealer, but the copy or the matrixes are obtained from the central bureau. Other merchandising helps being distributed throughout the country are window displays, door hangers, and blotters.

In the national advertising in mass magazines a small box in the large ad will promote the radio program. The box will carry a picture of Mary Pickford and also Pickfair. The rest of the copy will tell when and where to tune in for the program. The sponsors do not contemplate use of free offers.

* * *

THE *Palmolive Beauty Box Theatre* program on CBS is offering a special Palmolive Complexion Brush in return for the black bands from three cakes of Palmolive Soap, plus 10 cents to cover mailing.

* * *

IN CLOSING the recent campaign Remington Rand Inc. has been promoting over the CBS *March of Time* program the sponsor invited interested listeners just before the deadline to telegraph the required data and Remington Rand would pay the charges. This suggestion was a part of a trade-in allowance on typewriters. The contest closed Jan. 31, at midnight and the last offer was broadcast at 10:30 p. m. that same evening, hence the invitation to use the wire services.

MORE than 200,000 girls and boys had joined the Scoop Ward Press Club as of Feb. 4, seven weeks after the program made its debut on CBS, sponsored by Ward Baking Co., New York. Entries are coming at the rate of 8,500 per day. Most of the youthful reporters are boys between the ages of 11-12. The girls average about a year younger. Every reporter receives a bronze reporter badge which qualifies the recipient to submit stories to the radio program, titled *News of Youth*. Fletcher & Ellis Inc., New York, is the agency.

In step with the phenomenal results obtained from the above contest, the sponsor on Feb. 18 will add nine stations to the CBS network, making a total of 28 carrying the program three times a week.

* * *

FOR six weeks prior to the Feb. 6-14 Cleveland Food Show WGAR interviewed sales managers and brokers of participating firms. The final interview outlined comprehensively the complete plans for the event, with Walter Knight, secretary of the retail grocers being interviewed.

* * *

CAPITALIZING on the interest that listeners have shown in *The Story of Mary Marlin* and on the natural desire of every woman to tell some other woman how to live her life, the sponsor of this program is giving its audience a chance to solve Mary's problem and is offering $2,000 for the best letter. Mary herself made the first contest offer by stepping to the microphone on February 10 and asking for help. "I am confused," she told the audience, "and don't know what to do. Should I go back to Joe or should I give him up to Sally? I still love him, but is it right for me to take him back under the circumstances? Please help me make the right decision." Later on other characters in the serial will add their pleas to those of Mary Marlin.

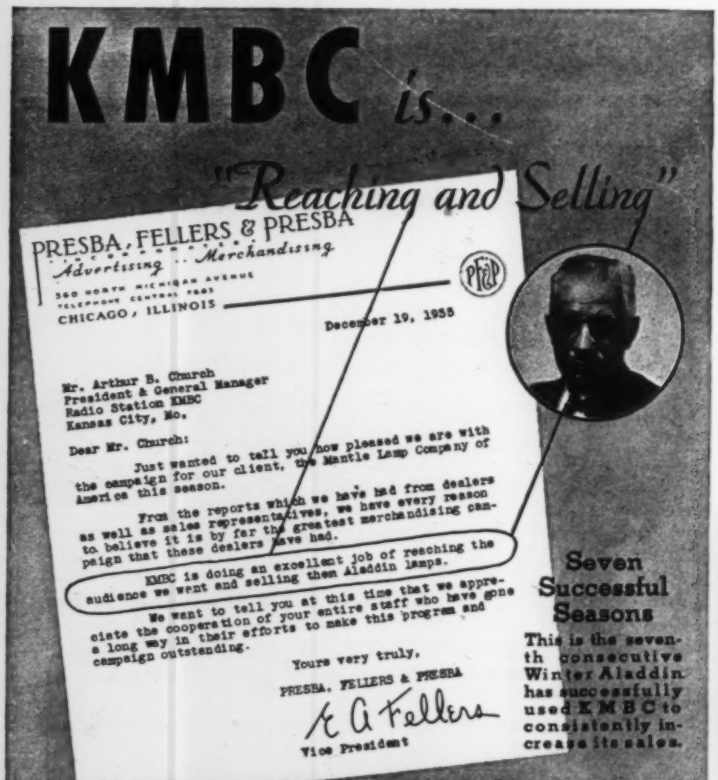
Each contest entry must be accompanied by a sales slip proving the purchase of a can of Quest, the sponsor making the most of the few remaining weeks before March 31, when, with the conclusion of the present contract, this deodorant will be forced off the air in compliance with the code of standards set up last year by CBS. It is expected, however, that the International Cellucotton Products Co., Chicago, which has been using the program to advertise both Quest and Kleenex (cleansing tissues), will continue to sponsor it in the interests of Kleenex alone. The program is placed through Lord & Thomas, Chicago.

* * *

A PROMOTION piece sent to 3000 agency and advertiser accounts by WOR, Newark, looked like swatches of spring suits. In fact, they really were swatches, but the spiral-bound promotion piece said: "Suit yourself with a WOR tailored program."

KMBC *is...*

"Reaching and Selling"


PRESBA, FELLERS & PRESBA
Advertising ... Merchandising
360 NORTH MICHIGAN AVENUE
CHICAGO, ILLINOIS
December 19, 1935
Mr. Arthur B. Church
President & General Manager
Radio Station KMBC
Kansas City, Mo.
Dear Mr. Church:
Just wanted to tell you how pleased we are with the campaign for our client, the Mantle Lamp Company of America this season.
From the reports which we have had from dealers as well as sales representatives, we have every reason to believe it is by far the greatest merchandising campaign that these dealers have had.
KMBC is doing an excellent job of reaching the audience we went and selling them Aladdin lamps.
We want to tell you at this time that we appreciate the cooperation of your entire staff who have gone a long way in their efforts to make this program and campaign outstanding.
Yours very truly,
PRESBA, FELLERS & PRESBA
E A Fellers
Vice President

Seven Successful Seasons

This is the seventh consecutive Winter Aladdin has successfully used KMBC to consistently increase its sales.

Many letters such as this evidence the accomplishment of KMBC's first purpose: to make all clients' advertising REACH and SELL people in the KMBC-Area!

5000 Watts Day — **KMBC** KANSAS CITY — 1000 Watts Night

Free & Steininger, Inc., National Representatives

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

The ONLY station heard Daytimes in MISSOULA, MONTANA

KGVO

1000 Watts 1260 KC

UNDER the direction of Leo F. Cole, merchandising head, WMT, Cedar Rapids-Waterloo, Iowa, has introduced a number of innovations in its merchandising service department. Regular contact with local and national advertisers as to the success of advertising projects is constantly maintained. Surveys are made of all merchants within the WMT coverage area as to their success with products handled by the station. A mail check on every account is handled daily with quarterly mail response maps prepared by the merchandising department. One announcement for a national account recently brought over 2500 requests for booklets. Letters telling of the airing of *Belle & Martha*, sponsored by the bakers of Peter Pan bread, were sent to retail outlets within the area affectively reached by WMT, the advertising going into every village and city in Northeast Iowa and Northwest Illinois.

* * *

HAVING set aside 5-7 p. m. as *KNX's Kids Hour*, the Hollywood station promoted the period by giving away seven puppies for letters explaining why they liked each of the seven programs. Some 3,000 letters were received in two weeks. Hand bills were distributed, display cards placed in windows on busy streets and publicity stories released to fan publications. Besides building an additional audience for each of its seven child programs, KNX points out that establishment of the 5-7 period as the *Kids Hour* enables it to provide a ready-built audience if new programs are scheduled.

WINS, New York, inaugurated a half-hour sustaining program in cooperation with *Drug World* and the drug trade, broadcast thrice weekly, 10-10:30 a. m. The program is under the direction of Ed Flynn, publisher of *Drug World*, who discusses subjects of interest to the drug trade and also includes bits of information about methods of the industry and the medical profession. Each program Mr. Flynn introduces a guest speaker well known to members of the drug trade.

* * *

WHEN the amateur contest sponsored by Mantle Lamp Co. of America, Chicago (Aladdin lamps), over KMBC, Kansas City, came to an end Jan. 19, after 78 broadcasts of 15 minutes each, 21,950 votes had been received from listeners who had heard the single announcement asking them to help select the winner. The $50 first prize was awarded to Wellsley Ogan, a hill billy singer. Contest was placed by Presba, Fellers & Presba Inc., Chicago.

* * *

AMERICAN HOME PRODUCTS Corp., New York, is offering a money-back guarantee for Anacin, promoted thrice-weekly on an NBC-WJZ network. Blackett-Sample-Hummert Inc., New York, is the agency.

* * *

EVERY purchaser of a large size tube of Phillips Milk of Magnesia toothpaste is being offered a general utility knife, only one knife to a customer. The premium is offered on the sponsor's CBS program.

DANGER OF WAR!
Disc Pulls Boner on "Marching Through Georgia"

ANOTHER "war between the States" was almost precipitated this month when one of the leading transcription companies sent out a sustaining continuity with its discs reading as follows:

"While we're in the Southland, let's have one of those brief and popular marching tunes of the olden days of this our United States, a song of the Confederates, *Marching Through Georgia*."

"If that isn't a honey," writes Dorian St. George, of WLVA, Lynchburg, Va., "I don't know what is. Of course, the makers of the transcription who supply the continuity were notified of their mistake and told that such a thing if broadcast over a Southern station might have the South mobilizing again for another war between the States.

"We didn't believe that anyone was ignorant of the knowledge that any mention of Sherman's march to the sea through Georgia is anathema in the South. Heaven help any announcer who happened to hit that continuity cold without previous rehearsal and read it to a Southern radio audience."

EMERSON DRUG Co., Baltimore (Bromo - Seltzer), has a thrice-weekly spot program over WRC, Washington, for 13 weeks, using Tito Guizar, guitarist. J. Walter Thompson Co., New York, is the agency.

PROGRAM EXCHANGE SERVICE STARTED

PLANS for a new type of transcribed program service, utilizing stations themselves as the producers of programs to be broadcast by other stations, were disclosed Feb. 10 with the organization of National Program Exchange with temporary offices at 815 Fifteenth St., N. W., Washington, D. C. The company is headed by R. C. Powell, former consulting radio engineer and equipment manufacturer.

"The basis of the idea," Mr. Powell stated, "is the fact that practically all stations have at least one or two programs weekly of sufficiently good quality to be welcomed as program material by others. The development of an inexpensive method of recording such programs locally has made it possible to produce and distribute them at a cost within the means of the small station.

"Approximately 50 stations throughout the country, each having an hour or more of local programs of outstanding entertainment value, will be supplied with recording equipment and will act as program producers. The producing stations will be paid for their programs to compensate their artists and bear other production expenses, the amounts being based on the number of stations using the programs regularly."

KUNSKY-TRENDLE Broadcasting Co., Detroit, operator of WXYZ and WOOD - WASH, and WBBM, Chicago, has been elected a member of the Proprietary Association.

This UP-SIDE DOWN stuff is silly as Hell, isn't it?

Yeah, it is!—but there's nothing silly about the fact that WDAY has been plugging out the best programs and pulling in the best results in the Red River Valley. Or aren't you looking for results?

WDAY, INC.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

FREE, JOHNS & FIELD, INC.
NATIONAL REPRESENTATIVES

N. B. C.

FARGO, N. D.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

Hartz Mountain Products Co., New York, 2 *sp*, thru Ernest Davids Inc., N. Y.
Bernard Perfumers, St. Louis, 14 *sp*, 26 *sp*, thru Hilmer V. Swenson Co., St. Louis.
M. J. Breitenbach Co., New York (Gudes Pepto-Mangan), 54 *ta*, thru Brooke, Smith & French Inc., N. Y.
Alaska Pacific Salmon Corp., Seattle, 26 *sp*, thru J. William Sheets, Seattle.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 27 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Lancaster Seed Co., Paradise, Pa., 2 *t*, thru C. F. Kern Adv. Agency, Philadelphia.
Milton Bradley Co., Springfield, Mass. (games), 21 *sa*, direct.
Freedom Oil Works, Freedom, Pa., 78 *t*, 48 *sp*, 48 *sa*, 15 *sa*, thru Albert P. Hill Co., Pittsburgh.
Acme White Lead & Color Works, Detroit, 26 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Easy Washing Machine Corp., Syracuse, 39 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
N. Y. Diesel Institute, Albany, 78 *sa*, thru DeRouville Adv. Agency, Albany.

WOR, Newark

Bathasweet Corp., New York, 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.
Pure Oil Co., Chicago (gasoline), 5 weekly *t*, thru Freitag Adv. Agency, Chicago.
Dodge Bros. Corp., Detroit (autos), weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
John Morrell & Co., Ottumwa, Ia. (Prido), 3 weekly *sa*, thru Henri, Hurst & McDonald Inc., Chicago.
Mennen Co., Newark (cosmetics), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Richfield Oil Corp. of N. Y., New York, 3 weekly *t*, thru Fletcher & Ellis Inc., N. Y.
Paas Dye Co., Newark (egg coloring), 3 weekly *sp*, thru Charles Dallas Reach Co., N. Y.

KFI, Los Angeles

Crowell Pub. Co., New York (Woman's Home Companion), weekly *sp*, thru Geyer, Cornell & Newell Inc., N. Y.
E. Fougera & Co. Inc., New York (Vapex), 5 weekly *ta*, thru Small, Kleppner & Seiffer Inc., N. Y.
Dodge Bros. Corp., Detroit (autos), 5 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Dodge Bros. Corp., Detroit (trucks), 5 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Chrysler Corp., Detroit (Plymouth autos), 3 weekly *t*, thru J. Stirling Getchell Inc., N. Y.

WMAQ, Chicago

Armand Co., Des Moines (cosmetics), 130 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Bernard Perfumers, St. Louis, 1 *sa*, thru Homer V. Swenson Co., St. Louis.
New England Mutual Life Insurance Co., Chicago branch, 26 *ta*, thru Atherton & Currier Inc., N. Y.

WHK, Cleveland

Chrysler Corp., New York (autos), 52 *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Dodge Bros. Corp., Detroit (trucks), 6 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Justrite Co., Minneapolis (bird seed), 6 *sp*, direct.
Acme Pie Co., Detroit, 2 weekly *sp*, thru Stockwell & Marcuse, Detroit.
General Baking Co., New York (Bond bread), 6 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Climax Cleaner Mfg. Co., Cleveland (wall paper cleaner), 3 daily *sa*, thru Krichbaum Co., Cleveland.
Chef Boiardi Food Products Co., Cleveland (spaghetti), 300 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WNAX, Yankton, S. D.

Hamm Brewing Co., St. Paul, 26 *ta*, thru McCord Co., Minneapolis.
Figaro Co., Dallas (meat cure), 13 *sa*, thru Rogers & Smith Adv. Agency, Dallas.
Horse & Mule Assn. of America, Dallas, 13 *sa*, thru Rogers & Smith Adv. Agency, Dallas.
McConnon & Co., Winona, Minn. (remedies), 9 *sa*, thru McCord Co., Minneapolis.
Olson Rug Co., Chicago (rebuilt rugs), 4 daily *sa*, thru Presba, Fellers & Presba Inc., Chicago.
Household Magazine, Topeka, 6 *sa*, thru Presba, Fellers & Presba Inc., Chicago.

KGO, San Francisco

John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 2 weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
M. J. Breitenbach Co., New York City (Gude's Pepto Mangan), 3 weekly *sa*, thru Brooke, Smith & French Inc., N. Y.
Hoyt Heater Co. Ltd., Oakland, Cal. (water heaters), 2 weekly *sa*, thru Tomaschke-Elliott Inc., Oakland.
Saylor's Chocolates Inc., Alameda, Cal. (candy), 5 weekly *sp*. thru Doremus & Co., San Francisco.

KJBS, San Francisco

C. S. Welch Co., New York (Bathasweet), 6 weekly *ta*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Earle C. Anthony Inc., San Francisco (autos), 4 weekly *sa*, thru Olympic Adv. Agency, Los Angeles.

KNX, Hollywood

Northrup, King & Co., Minneapolis (seeds), 3 daily *sa*, thru Olmsted-Hewitt Inc., Minneapolis.
Fels & Co., Philadelphia (Fels-Naptha soap), 4 weekly *sp*, thru Young & Rubicam Inc., N. Y.
Mennen Co., Newark (cosmetics), 2 weekly *t*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Midwest Radio Corp., Cincinnati (radio sets), weekly *sp*, *sa*, thru Key Adv. Co., Cincinnati.
Knox Co., Los Angeles (Cystex), 2 weekly *t*, thru Allen C. Smith Adv. Agency, Kansas City.

WMEX, Boston

New England Telephone & Telegraph Co., Boston, 26 *sa*, thru Broadcast Adv. Inc., Boston.
Boston Globe, Boston (newspaper), 3 daily *sa*, thru Harry M. Frost Adv. Agency, Boston.
Empire Furniture Mfg. Co., Somerville, Mass., 78 *sa*, 150-word announcements, thru Alfred Wasser, Boston.

WBBM, Chicago

Glessner Co., Findlay, Ohio (Turpo), 6 weekly *sp*, thru Benson & Dall Inc., Chicago.
Sawyer Biscuit Co., Chicago (cookies and crackers), 3 weekly *sp*, thru Neisser-Meyerhoff Inc., Chicago.
Plymouth Motor Corp., Detroit, 3 weekly *t*, thru J. Sterling Getchell Inc., Detroit.

KSFO, San Francisco

American Pop Corn Co., Sioux City, Ia. (Jolly Time pop corn), weekly *sp*, thru Coolidge Adv. Co., Des Moines.
Pinex Co., Fort Wayne, Ind. (cold remedy), 5 weekly *sa*, thru Philip O. Palmer & Co. Inc., Chicago.
McCloskey Varnish Co., Los Angeles (Kwik-on Varnish), 5 weekly *sa*, thru Bert Butterworth, Los Angeles.

KLX, Oakland, Cal.

Associated Oil Co., San Francisco (motor fuel), weekly *sp*, direct.
O. M. Laboratories, Pasadena, Cal. (health tablets), 5 weekly *sp*, thru Frank E. Cox Radio Adv., Oakland, Cal.

WFBL, Syracuse

Consolidated By-Products Co., Philadelphia (Marco pet food), weekly *t*, thru McLain Organization, Philadelphia.

From the New Yorker

"Mr. Williams, the sponsor—he wants to know if he can play the drums."

WLS, Chicago

Armand Co., Des Moines (cosmetics), 156 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Household Magazine, Topeka, 6 *sp*, thru Presba, Fellers & Presba Inc., Chicago.
James Mfg. Co., Fort Atkinson, Wis. (barn and poultry equipment), 78 *sa*, thru Wade Adv. Agency, Chicago.
Northrup-King & Co., St. Paul (garden seeds), 108 *sa*, thru Olmsted-Hewitt Inc., Minneapolis.
Corn Belt Hatcheries, Gibson City, Ill., 78 *sa*, thru Campbell-Sanford Advertising Co., Cleveland.
Horse & Mule Assn. of America, Dallas, 12 *sa*, thru Rogers & Smith Adv. Agency, Dallas.
Pinex Co., Fort Wayne, Ind. (cold remedy), 120 *sp*, thru Philip O. Palmer & Co. Inc., Chicago.
Oshkosh Overall Co., Oshkosh, Wis., 102 *sp*, thru Batten, Barton, Durstine & Osborn, N. Y.
Japan Crab Meat Association, New York, 6 *sa*, thru Maxon Inc., N. Y.
McConnon & Co., Winona, Minn. (remedies), 6 weekly *sa*, thru McCord Co. Inc., Minneapolis.
Grove Laboratories Inc., St. Louis (proprietaries), 110 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Figaro Co., Dallas (smoked salt), 12 *sa*, thru Rogers & Smith Adv. Agency, Dallas.

WGN, Chicago

Forty-Second Street Sales Co., Chicago (cosmetics), 13 *sp*, thru Beaumont & Hohman Inc., Chicago.
Public Service Co. of Northern Illinois, Chicago (electrical appliances), 52 *sp*, thru Lord & Thomas, Chicago.

KFRC, San Francisco

Crowell Publishing Co., New York (Woman's Home Companion), weekly *sp*, thru Geyer, Cornell & Newell Inc., N. Y.
Fels & Co., Philadelphia (Fels Naptha soap), weekly *t*, thru Young & Rubicam Inc., N. Y.

WMFF, Plattsburg, N. Y.

Benjamin Moore Paint Co., Philadelphia, weekly *sp*, direct.
Richfield Oil Co. of N. Y., New York (oil, gasoline), 3 weekly *t*, thru Fletcher & Ellis Inc., N. Y.

WLW, Cincinnati

Crown Overall Co., Cincinnati, weekly *sp*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Lavena Corp., Chicago (cosmetics), 2 weekly *sp*, thru Lord & Thomas, Chicago.

KGGC, San Francisco

Stewart Warner Radio & Refrigeration Distr., San Francisco (radio receivers), 6 weekly *t*, thru M. E. Harlan Adv. Agency, San Francisco.

WENR, Chicago

M. J. Breitenbach Co., New York (Gude's Pepto-Mangen), 3 weekly *ta*, thru Brooke, Smith & French Inc., N. Y.

KQW, San Jose, Cal.

Old Age Revolving Pension Ltd., San Francisco (political), weekly *t*, thru Frank E. Cox Radio Adv., Oakland, Cal.

KTRB, Modesto, Cal.

Mountain Copper Co., San Francisco (Super-Sulphur soil treatment), 7 weekly *sa*, thru Kelso Norman Organization, San Francisco.

WMCA, New York

A. H. Lewis Medicine Co., Chicago (proprietary), 20 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WNBH, New Bedford, Mass.

Chevrolet Motor Co., Detroit (autos), 3 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

AMERICAN HOME PRODUCTS Inc., New York (Outdoor Girl cosmetics, Kissproof cosmetics) on Feb. 17 starts *Rich Man's Darling* on 23 CBS stations, Mon. thru Fri., 11:45-12 noon. Agency: Blackett-Sample-Hummert Inc., N. Y.

PLYMOUTH MOTOR Corp., Detroit (autos) on Feb. 13 starts *Ed Wynn* on 82 CBS stations, Thursdays, 9:30-10 p. m. Agency: J. Stirling Getchell Inc., N. Y.

THOMAS COOK & SON, WAGON-LITS Inc., New York (travel bureau) on Feb. 23 starts *The Man From Cooks* on 8 NBC-WJZ stations, Sundays, 5:45-6 p. m. Agency: L. D. Wertheimer Co. Inc., N. Y.

SCOTT & BOWNE Inc., Bloomfield, N. J. (Scott's Emulsion) on Feb. 9 started *Weekend News Review* on 18 NBC-WJZ stations, Sundays, 5:45-6 p. m. Agency: Marschalk & Pratt Inc., N. Y.

RIO GRANDE OIL Co., Los Angeles, (motor fuel), on Feb. 6, started for 52 weeks *Calling All Cars* on Western Network (KNX and KFSO) Thursdays, 8-8:30 p. m. (PST). Agency: Hixson-O'Donnell Inc., Los Angeles.

SWIFT & Co., Chicago (Sunbrite cleanser) on Feb. 17 starts *Junior Nurse Corps* on Midwest CBS network, Mon., Wed., Fri., 5:15-5:30 p. m. (CST). Agency: Stack-Goble Adv. Agency, Chicago.

Renewal Contracts

GENERAL FOODS Corp., New York (Jell-O) on March 1 renews for 52 weeks *Jack Benny* on 59 NBC-WJZ stations, Sundays, 7-7:30 p. m., with rebroadcast at 11 p. m. Agency: J. Walter Thompson Co., N. Y.

SCOTT & BOWNE Inc., Bloomfield, N. J. (Scott's Emulsion) on Feb. 9, renewed *Gabriel Heatter* for six weeks on 24 NBC-WJZ, stations, Sat., Sun., 5:45-6 p. m. Agency: Marschalk & Pratt Inc., N. Y.

CITIES SERVICE Co., New York (gasoline) on Feb. 7 renewed *Cities Service Concert* on 37 NBC-WEAF stations, Fridays, 8-9 p. m. Agency: Lord & Thomas, N. Y.

J. W. MARROW MFG. Co., Chicago (Mar-O-Oil) on Feb. 19 renews *Mar-O-Oil Musical Revue* on 21 NBC-WEAF stations, Wed., Fri., 2:45-3 p. m. Agency: Heath-Seehof Inc., Chicago.

CRUSADERS, New York (political) on Feb. 10 renews *The Crusaders* on 3 MBS stations, Mondays, 8:15-8:30 p. m., WOR 9:15-9:30 p. m. Agency: Marschalk & Pratt Inc., N. Y.

SPERRY FLOUR Co., San Francisco (Wheat Hearts) on Feb. 5 renewed *The Special* on 6 NBC-KPO stations, Wed., Fri., 2:30-2:45 p. m. Agency: Westco Adv. Agency, San Francisco.

GEBHARDT CHILI POWDER Co., San Antonio, on Feb. 27 renews in *Woman's Magazine of the Air*, Thursdays, 3:45-4 p. m. (PST). Agency: Tracy-Locke-Dawson Inc., Dallas.

SPERRY FLOUR Co. (Division of General Mills Inc.) San Francisco, (Drifted Flour & Wheathearts), on Feb. 9 renewed for 52 weeks in *Sperry Sunday Special* on 6 NBC-KPO stations, Sundays, 1-1:30 p. m. (PST). Agency: Westco Advt. Agency, San Francisco.

STERLING PRODUCTS Inc., New York (Phillips dental magnesia) on Feb. 23 renews *Melodiana* on 26 CBS stations, Sundays, 5-5:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

GENERAL MILLS Inc., Minneapolis, on Jan. 1 renewed *Betty & Bob* on 23 NBC-WJZ stations, Mon. thru Fri., 4-4:15 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

Cook County Advertising At $20,000 Cost Brings $10,000,000 Back Taxes

USING radio, billboards and newspapers in a campaign to collect delinquent taxes, Joseph L. Gill, treasurer of Cook County, Illinois, spent $20,000 in two weeks and collected $10,000,000 in the same period. The idea that it is less costly for a government to collect taxes through advertising than to borrow money was sold to Treasurer Gill by Milton Alexander, Detroit advertising man.

Spot announcements urging the payment of back taxes before Feb. 1, after which date penalties would be applied, were broadcast every day of the campaign by every station in the county, and every evening by all stations that permit the broadcasting of announcements during the evening hours, Mr. Alexander told BROADCASTING.

"Treasurer Gill has been criticized for spending county funds for advertising," Mr. Alexander stated, "when newspapers and radio stations would donate space and time willingly. Our feeling, however, is that it is not fair to ask for free advertising from broadcasters and publishers when other county supplies, such as light, heat, paper and pencils and all the thousands of items purchased by the county, are paid for. Furthermore, when we ask for free publicity we must take what we can get, while we can put over our sales talk in our own way when we pay for the time and space at regular rates. And I believe that a $10,000,000 return on a $20,000 investment needs no further justification."

One-Man Control In Canada Studied

ONE-MAN control of broadcasting in Canada, replacing the present Canadian Radio Commission, is under consideration by the Mackenzie King administration, according to reports from Ottawa, which state that the subject will come before Parliament, which opened Feb. 6. The Canadian Commission's tenure, several times extended, is due to expire March 31.

The government, Ottawa press reports state, is likely to go back to the plan proposed by the Aird Commission some years ago, repealing the present law or declining to renew it and abolishing the Commission.

Under the Aird report, in lieu of a Commission there would be a manager of broadcasting similar to Sir John Reith's position as director-general of the British Broadcasting Corp. One of Sir John's right hand men, Gladstone Murray, Canadian-born former journalist now with BBC, has often been mentioned for the post. The single chieftan would work with an honorary board of seven directors, five representative of the various areas —Maritime, Quebec, Ontario, the Prairies and Pacific—and the other two appointed generally.

The projected authority would attend to the general supervision of radio and broadcasting, with the Department of Marine continuing to handle communications. It is presumed that the government would not relinquish its present ownership of a half dozen stations.

LOCAL BOYS MAKE GOOD

. . . with WKY Advertising!

● Local retailers can ill afford to spray money into thin air and wait for sales to trickle in. Their broadcast advertising must ring the register promptly and plenty.

Among Oklahoma City retailers there is no doubt as to which station is most prompt and dependable at the payoff. More of them by far, including practically every retail classification, use WKY than use any other local station.

The formula by which the local boys make good in Oklahoma City works equally successfully for national advertisers . . . and they also place more business with WKY than with any other station in the state.

Affiliated with the Oklahoman, the Times and the Farmer-Stockman

WKY

Representative: E. Katz Special Advertising Agency

OKLAHOMA CITY

OKLAHOMA'S ONLY FULL-TIME NBC OUTLET

Unusual ? SURE!

"Thank You!" Some would have you believe that it's a bit old-fashioned and that the dizzy whirl of modernity has tagged it a has-been.

But let's see if such claims are true!

Who says "thank you" today? Well, 658 WWVA listeners took time out to write a personal letter of thanks to our Managing Director for making it possible for Hugh Cross and His Boys to continue to bring them their daily programs of wholesome fun and pleasing melodies. Yes, and these 658 letters followed right "on the heels" of a testimonial demonstration wherein our listeners mailed in 15,676 trademarks addressed to Hugh and the boys within four days.

Unusual? SURE!! But that's exactly what WWVA listeners are—unusual—unusual in their loyalty and devotion to entertainers and the products they represent. That's why WWVA campaigns click!

Don't miss this outstanding radio service to Eastern Ohio, Western Pennsylvania and Northern West Virginia.

THANK YOU!

West Virginia Broadcasting Corp.

Hawley Building

WHEELING, W. Va.

Representatives

J. H. McGILLVRA

485 Madison Ave., New York

JOHN KETTLEWELL

Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS

WWVA

1160 KILOCYCLES

WJAY

THIS STORY MIGHT BE ABOUT YOU!

FIVE vacuum cleaners sold by ONE advertiser in ONE day last week following ONE ad on WJAY, no other advertising medium used.

TELL THE SAME STORY THEY'RE TELLING—"No one ever produced such results before".

USE THE SAME MEDIUM THEY'RE USING—

WJAY

The Cleveland station that gets results!

NEW RATE CARD JUST OUT

EDYTHE F. MELROSE
Manager

AGENCIES AND REPRESENTATIVES

ELLIS W. GLADWIN Jr., has joined Donahue & Coe Inc., New York, as account executive. He was formerly director of radio and account executive of Riegel & Leffingwell Inc., New York.

CARLSON ADV. AGENCY has been formed in Pittsburgh by A. G. Carlson, succeeding Carlson & Symons. Offices are in the Investment Bldg., with A. G. Carlson heading the radio division.

WILLIAM RICHMAN & Associates, Los Angeles station representative, is offering a combination rate for five stations: KWJJ, Portland, Ore.; KGGC, San Francisco; KXA, Seattle; KMPC, Beverly Hills, Cal., and XEMO, Tiajuana, Mex.

Dr. W. H. VOELLER, vice president of Conquest Alliance Co., New York, was in Los Angeles and San Francisco early in February on a transcription buying trip.

LUTHER WEAVER, head of Luther Weaver & Associates, St. Paul agency, is inaugurating a new weekly course in radio script writing at the University of Minnesota, teaching an extension division class meeting two hours weekly for 17 weeks.

VAN C. NEWKIRK, of Newkirk & Lawrence, Los Angeles agency, has received a second state fire marshal award for his Fire Prevention Week program on KNX, Hollywood.

HENRY T. STANTON, vice-president of J. Walter Thompson Co., Chicago, was in San Francisco early this month conferring with R. Lynn Baker, Pacific Coast manager, on various national accounts.

ELSIE HARVEY, radio and newspaper space buyer for the Detroit headquarters of Maxon Inc., was married recently to Ralph Bateman, Detroit manager of E. Katz Special Adv. Agency. She will leave Maxon March 1, to be succeeded by P. C. Beatty, at present space buyer of Lee Anderson Adv. Co., who in turn will be replaced by Fred Barrett, formerly of C. C. Winningham Inc.

WCAO, Baltimore, has appointed E. Katz Special Adv. Agency to represent it nationally.

WALTER A. BURKE, in charge of Pacific Coast radio for McCann-Erickson Inc., San Francisco, and regional executive of the American Association of Advertising Agencies, has been appointed a director of the San Francisco Advertising Club.

FRED H. McCREA, supervisor of the California Packing Corp. account, (Del Monte canned food), and Robbins Milbank, account executive in charge of the S. O. S. Co., account, (cleanser), for McCann-Erickson Inc., have returned to San Francisco after attending the Chicago Jobber's convention.

GEORGE FRANCIS ISAAC, former radio director of Lord & Thomas, Chicago, who is joining John Blair & Co., station representatives, in that city, vacationed in California early this month.

HENRY A. HOHMAN, president, Beaumont & Hohman Inc., Chicago, was on the Pacific Coast in January making a business survey for his organization, and conferred with Herbert D. Cayford, San Francisco office manager, on radio activities for Greyhound Lines Inc.

HOWARD RAY, formerly of KTSM, El Paso, and KOB, Albuquerque, New Mexico, has joined Tom Wallace Adv. Agency, Los Angeles, and is in charge of West Coast programs for the Townsend Plan, which account is being handled by Wallace from Los Angeles and New York offices.

H. H. DOBBERTEEN, formerly with Brooke, Smith & French Inc., Detroit, has joined the media department of Benton & Bowles Inc., New York, taking the position left vacant by Richard C. Dunkel's transfer to the General Foods cereal accounts. Mr. Dunkel will assist Robert Luska Jr., in servicing these accounts. Another addition to the media department of this agency was M. L. Keibler who will handle outdoor media. Mr. Keibler prior to this appointment was with Campbell-Ewald Co. Inc., Detroit.

WADE THOMPSON, formerly of KOMO, Seattle, and prior to that with KFAB and KOIL, Nebraska, has been named head of the radio department of Strang & Prosser Adv. Agency, Seattle.

TRANSCRIPTIONS

CENTRAL SHOE Co., St. Louis, on March 1 starts a new radio campaign using 15-minute transcriptions titled *The Old Scoutmaster*. Discs were produced and recorded by Dalzell Sound Recording Studio, St. Louis. The studio has recently completed disc announcements for Blue Ribbon Shoe Co., Brown Shoe Co. and A. E. Staley Syrup Co.

C. C. McINTOSH, operating as the Transcription Service Bureau in Hollywood to produce transcribed productions, has discontinued that firm and joined his brother's organization, R. U. McIntosh & Associates, as office manager. The firm will handle sales of the programs already produced by the defunct Bureau including a contract bridge series and a newer one called *Yesterday Brings You Tomorrow*, five-minute spots adapted to insurance sponsorship.

A QUARTER-HOUR news commentatory series, featuring John Nesbitt, former KFRC, San Francisco, announcer, is being cut by MacGregor & Sollie Inc., that city, for Duart Mfg. Co., Inc., (permanent wave machinery and face cream). The series will be placed on Western stations through Howard E. Williams Adv. Agency, San Francisco. The transcription concern is also cutting a musical puppet show for the George H. Eberhard Co., San Francisco, (Pacific Coast distributors for Grunow Refrigerators), for reproduction on Pacific Coast stations. MacGregor & Sollie has sold 120 episodes of *Cub Reporter*, the Richard Holman newspaper serial, to 3DB, Melbourne, Australia, for sponsorship over that station.

TITAN PRODUCTIONS Inc., San Francisco transcription concern, announce that KGMB, Honolulu, and KALE, Portland, Ore., have subscribed to its musical library service.

MacGREGOR & SOLLIE Inc., San Francisco transcription producers, has signed Paul Pendarvis, Pacific Coast orchestra director, and is cutting a dance series for their musical library service.

PARAMOUNT SOUND STUDIOS, Hollywood, early in February retired from the field. It will continue, however, to record song productions and will use the sound studios of Otto K. Olesen.

STANDARD RADIO Inc., Chicago, announces new subscribers to the Standard Program Library as follows: WMCA, KFBB, WMFR, WLBF. Standard announces sale of *Sons of the Pioneers* to WTRC, WBNY, WMT and *The Last Nighter* to KDYL, KTAR, KFBB.

WMAZ, Macon, Ga., has added NBC Thesaurus. It also has the WBS library service.

Frykman - Allen Form Rep

NORT FRYKMAN and Edward Allen have left the WJJD - WIND sales force to open their own office as radio station representatives at 520 N. Michigan Ave., Chicago. Mr. Frykman was formerly in the production and merchandising departments of Lord & Thomas, and Mr. Allen was associated with William G. Rambeau, before which he was engaged in the field of newspaper representation with the Devine-Wallace Co.

WLS Appoints Blair

WITH the appointment of John Blair & Co. to represent WLS, Chicago, effective Feb. 1, that station announced the relinquishing of its affiliation with Graham Robertson, for the last two years Eastern manager for WLS with headquarters at 250 Park Ave., New York. The Blair organization will represent WLS nationally. Mr. Robertson will maintain his New York offices, going into the representative field for other stations.

Announcing!!

R. U. McIntosh & Associates offer two new feature transcriptions that are ringing the bell for sponsors.

CULBERTSON SYSTEM OF CONTRACT BRIDGE

78 fifteen-minute fascinating programs with a top-notch merchandising plan, a real commercial "hook"—and plenty of supplementary sales material. When you send for samples, we will include a past performance record that will satisfy any sponsor.

YESTERDAY BRINGS YOU TOMORROW

A 5 minute newsreel that constructs tomorrow out of the memorable events that have happened on that same day in the years gone by. More timely than the latest edition of the newspapers. Especially prepared for Insurance, Investment, Bank or Service Company sponsorship. Will click for any client who likes a timely news broadcast.

THE REPORTER OF ODD FACTS

Here's the most interesting 5 minute program on the air. Strange Facts, Unusual Incidents, Unbelievable Happenings, dramatized in fascinating style by a top-notch Hollywood cast. THIS IS THE NEW SHOW THAT IS SETTING THE PACE IN RADIO PROGRAMS. You can't miss with it.

WRITE OR WIRE FOR SAMPLES ON DEPOSIT ARRANGEMENT. WE WILL SEND INFORMATION ON 15 OTHER OUTSTANDING PROGRAMS.

R. U. McINTOSH AND ASSOCIATES, INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.

Radio Station WFLA-WSUN
STUDIOS TAMPA • CLEARWATER • ST. PETERSBURG
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

RADIO ADVERTISERS

CLEAR-AGAIN Inc., Chicago (cold remedy), planning to use radio and other media, has placed its account with Schwimmer & Scott, Chicago.

CRANBERRY CANNERS Inc., South Hanson, Mass., has transferred its advertising to Gotham Adv. Co., New York.

CHARLES MARCHAND Co., New York (Golden shampoo) has placed its advertising with Biow Co. Inc., New York.

E. H. CAMPBELL, formerly advertising and sales promotion manager of Rex Cole Inc., has been named sales manager of the newly-created retail agents department of Remington portable typewriter division of Remington Rand Inc., with headquarters in New York. The division is using prospect lists secured from promotion on the *March of Time* program on CBS.

THE First National Bank and Trust Co., Macon, Ga., has renewed for 52 weeks its twice-weekly quarter-hour musical program on WMAZ. In its 14 months on the air the bank has found that radio is effective in selling its facilities. Especially good results have been achieved for the small-loan department handling automobile financing and personal loans.

JOS. SCHLITZ BREWING Co., Milwaukee, has appointed McJunkin Adv. Co., Chicago, to handle a forthcoming Schlitz campaign.

SUPERBO MFG. Co., Los Angeles, makers and distributors of hot water heaters in the 11 Western states, started its first radio campaign Feb. 1 through Newkirk-Lawrence Agency, Los Angeles, using KECA for 52 weeks with three 15-minute evening recorded programs. Other West Coast stations may later be used.

OGILVIE SISTERS LABS Inc., New York (hair tonic) has placed its account with Kelly, Nason & Roosevelt Inc., New York.

S. P. HARTER, general manager, Sego Milk Products Co., and Pet Milk Sales Corp., Salt Lake City, was in San Francisco early in February to conduct sales meetings. He also conferred with Stanley Swanberg, manager, Botsford, Constantine and Gardner on radio activities for the Sego Milk account.

NELSON BROS. FURNITURE & WAREHOUSE Corp., Chicago, sponsors of the *Man in the Street* broadcasts daily except Friday and Sunday over WBBM, Chicago, at 1 p. m., have added two more of these interviews with passersby each week, broadcast Tuesday and Thursday mornings at 9:30, and a Sunday morning hour of recorded music, 8 to 9, to their WBBM schedule.

GLESSNER Co., Findlay, O., has named Benson & Dall Inc., Chicago, to handle its Turpo cold remedy account and not Keen shaving cream, the agency has informed BROADCASTING.

BOOS BROS., Los Angeles cafeteria operator, is using time signals on Don Lee outlets in Southern California and orchestra programs on KHJ, Los Angeles. W. Austin Campbell Co., Los Angeles, has the account.

JUSTIN-HAYNES & Co. Inc., New York (Aspirub) has named Redfield-Johnstone Inc., New York, to service its account.

A CHICAGO section of the American Marketing Society was officially established at a meeting there Feb. 3, with President Frank R. Coutant appointing the following to carry on until regular officers can be elected: L. Edward Scriven, B. B. D. & O.; C. C. Chappelle, H. W. Kastor & Sons Adv. Co.; Stanley P. Farwell, Business Research Corp.

A. NASH Co., Cincinnati (men's clothes) has named Merrill Adv. Co., Cincinnati, to handle its advertising.

DELCO-FRIGIDAIRE Conditioning Corp., Dayton, a division of General Motors, has appointed Lord & Thomas, Chicago to handle its advertising.

Library Programs

(*Continued from page 13*)

the day of the broadcast with a telephone call. Most of the credit for each broadcast is given to the host of the evening. This one angle has helped the Cold Spring salesmen to sell more new accounts within the past month than the brewery has added at any time since it has been in the territory.

"The record of this account is more significant when you consider that the sale of brewed beverages in New Hampshire is surrounded by rigid regulations. Cash on delivery must be paid for orders delivered to the restaurants; absolutely no price concessions are permitted; no distributor or brewer may contribute anything to the operator of a restaurant serving brewed beverages; even the dimensions of advertising signs for window display are regulated. Nothing in the way of equipment may be contributed by brewer or distributor.

"We are rather proud of the record of this account in view particularly of the fact that this is considered to be the 'off season' for beer and ale. We feel that *Thesaurus* deserves the credit, for without a single exception the programs have gone over. The quality of entertainment has pleased even those who are total abstainers, and the result has been tremendous good will for our clients, above and beyond the stimulation of direct sales.

"We are marketing our programs rather carefully, for the reason that we want every account using *Thesaurus* to show good results. With reasonable cooperation on the part of our clients we know that *Thesaurus* can do the job."

Elgin Watch Plans

ELGIN NATIONAL WATCH Co., Chicago (Elgin watches), is planning to return to the air in March, but to date NBC has not cleared a time satisfactory to the client. J. Walter Thompson Co., Chicago, is handling the account.

WASEY PRODUCTS Inc. (Musterole, Zemo), has signed for the twice-weekly *Carson Robison* series over KYW, Philadelphia. Account is being handled by Erwin-Wasey & Co., New York.

NBC Thesaurus Service Is Enlarged and Revised

CHANGES in the continuity of its transcription library service, based on six months of experience and various suggestions from subscribers, are announced by NBC Transcription Service effective beginning Feb. 10. The changes in Thesaurus continuity, it was said, are designed to arouse fresh advertiser and audience reactions.

New continuity will cover 17¼ hours a week, an increase of 3¼ hours. The more desirable series, like *Musical Clock*, *Dinner Hour*, *Radio Night Club*, will be increased in length or frequency or both, while less popular series will be dropped. Amount of talk will be reduced and physical appearance improved.

Viva Candy Expands

EDGAR P. LEWIS Co., Malden, Mass. (Viva candy bars) is using spot programs in addition to the two quarter-hour and participation programs that have been on the Yankee network since last fall. Over WCOP, Boston, twice weekly, 15-minute programs and a similar schedule over WDEV, Waterbury, Vt., are broadcast. One-minute announcements five days a week are being broadcast over WTIC, Hartford; WNBX, Springfield, Vt.; and WLNH, Laconia, N. H. These additional spot programs began during the last week in January and the first week in February. E. W. Hellwig Co., New York, is the agency.

NO, A CLOCK ISN'T WORTH MUCH WITHOUT HANDS . . .
NOR IS YOUR RADIO PROGRAM WORTH MUCH IN
WESTERN MONTANA
IF YOU AREN'T USING
KGIR
BUTTE, MONTANA
Representatives
JOSEPH McGILLVRA · NEW YORK-CHICAGO
WALTER BIDDICK CO. · PACIFIC COAST

"POWER ENOUGH"
to pay back handsome profits

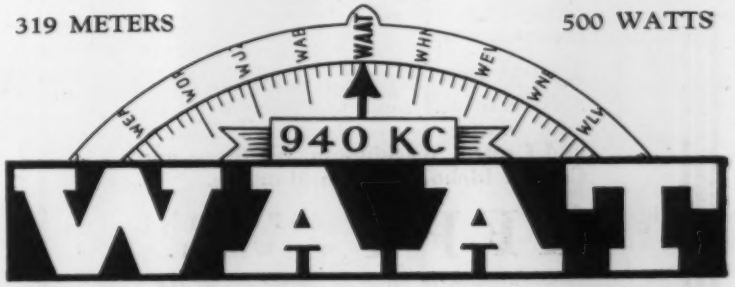
On December 2, 1935, an Advertising Agency wrote us as follows:

"When a pee-wee watter like WAAT can bring the phenomenal quantity of first-rate leads our client has gotten on your time, I reverse a lot of opinions I used to have about stations not on national hook-ups. It should warm your heart to know that WAAT has made at least five sizeable sales directly traceable; that one couple came 40 miles to see the cemetery we are broadcasting the news about and that requests for salesmen's calls have swished the chair from under us. If WAAT can do these things for a cemetery reported above, 'more power to you' is unnecessary. You have power enough."

P. S. If a Station can do so swell a job for a cemetery, think what it can do for your products or accounts. WAAT has done and is doing some remarkable things for Lord knows how many products and services.

Find out. Ask us!

319 METERS 500 WATTS



WAAT
JERSEY CITY ★ AND SUBURBS

To Completely Control the Puget Sound Market
Use Both of Seattle's Pioneer Radio Stations
1000 WATTS (about) KOMO 920 Kilocycles NBC-Red
5000 WATTS KJR 970 Kilocycles NBC-Blue
(Feb. 15, 1936) *National Representatives* — EDWARD PETRY & CO.

RADIO OUTLINE MAPS of the UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1936, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

PROGRAM NOTES

A SATURDAY night barn dance that "uses everything" and in which participating spots are sold for 15 to 30 minutes, has been started by WBT, Charlotte, 9:45-10:45 o'clock, under the direction of Holly Smith.

A NEW weekly series on WLS, Chicago, *Midwest on Parade*, was started Feb. 4, with Springfield, Ill., as the first city honored.

A NEW series of programs, marking the birthdays of noted persons and the anniversaries of important events has been started by KTUL, Tulsa. Short programs during February were on Horace Greely, the journalist; Buffalo Bill, invention of the telephone, and other topics.

DR. OLIVER JUSTIN LEE, director of Dearborn Observatory on Northwestern University campus in Evanston, Ill., is giving a series of talks on astronomy over WGN, Chicago. The programs are broadcast every other Saturday by the University Broadcasting Council.

STAN THOMPSON, announcer of WBBM, Chicago, was master of ceremonies at the special stage program put on by radio stars from WBBM and CBS in Chicago for the Edward Hines Hospital veterans. The entertainment was arranged by the Hospital Hostess Department of the Chicago Chapter of the American Red Cross, and was produced by Harold Isbell, of the Chicago CBS staff.

WGAR, Cleveland, has obtained police cards for its announcers, admitting them to all public events.

EMPLOYES of W9XBY, Kansas City, lost to local newspapermen 2-0 in a hockey game. The contest will be replayed because the newspapermen allegedly used employes of the ice rink in their lineup.

For KNX Announcers

KNX, Hollywood, has started a contest among its announcers to determine who is best adapted for master of ceremonies of variety shows. Each announcer will be responsible for one half-hour program a week using the same talent. No announcer may copy another's style. Prizes will be awarded each week, the winner of three prizes to be given the show to produce and announce for 13 weeks.

SIX sponsors are participating in the *Grand Ole Opry*, popular Saturday night feature on WSM, Nashville, which now runs from 8 to midnight. They are American Book Mart, Kester Solder Co., Boys School Journal, Chicago School of Music, Strikalite and American Pop Corn Co. Periods preceding the *Opry* are also highly in demand, sponsors now including Alka-Seltzer, Household Magazine, Gardner Nurseries, Olson Rug Co., Morton Salt Co., Akron Lamp Co., and O'Bryan Co.

A DRAMATIZED series titled *Treasure Trails* based on national parks will start Feb. 15 on an NBC-WEAF network, Saturdays 5:45-6 p. m. The 13 programs will deal with adventures of a family touring the parks.

WILLIAM DUGAN, stage and screen writer, is writing continuity for *Death Rides the Highway*, new NBC serial produced at the Hollywood studios under sponsorship of Western Auto Supply Co. Value of the safe driving campaign serial was editorially lauded in the *San Francisco Call-Bulletin* Feb. 5.

WCAU, Philadelphia, has restricted use of "Music Goes Round & Round" and no requests for its performance have been received. The station is starting a series of crime prevention programs in cooperation with Franklin Institute, with state and local police assisting.

THE *Atlanta Journal's Editorial Hour* of WSB, that city, is arousing wide interest, although only a few weeks old. The local police situation was discussed in the second program of the series.

WHEN the "Williamsporter", crack Philadelphia & Reading Railroad train left the tracks shortly before midnight Jan. 30, as it approached a bridge at Sunbury, Pa., it crashed over a 20-foot embankment, killing the engineer, fireman and one passenger and sending 32 other passengers to the Sunbury Hospital. Glenn Williams, WKOK news and sports announcer, interviewed one of the passengers about the fatal accident.

WNOX, Knoxville, has started a business boosting campaign with spot announcements advising listeners not to put off their purchases. Each announcement mentions some commodity and recommends purchase at "your favorite store." Four hundred merchants were sent letters asking their cooperation to increase business in East Tennessee. WNOX is using frequent announcements on Friday and Saturday urging listeners to go to church. A weekly half-hour religious program conducted by city ministers will be broadcast Saturday afternoons.

THE "official burial" of "The Music Goes Round and Round" was given elaborate ceremony at WFBL, Syracuse. Used as a novelty during the *Roy's Gang* revue program, a skit was written dramatizing the tune's "murder", funeral and visit with St. Peter. Parodies were sung by a quartet in dirge style and an eulogy read by Ned Lynch, actor. Parodies also described the ascent to the Pearly Gates. When St. Peter refused him admittance, "Round and Round", impersonated by Red Thomas, scat singer, threatened to haunt the peoples of the world forevermore.

TO PROMOTE traffic safety, WTAR, Norfolk, Va., has resumed broadcasting traffic court proceedings between the *Ford Presents Personality* and *Ford Revue* programs, all three being sponsored by local Ford dealers.

AFTER more than 5,700 aspiring amateur singers had been auditioned in the preliminaries of the WBBM *Twin-Winner Contest*, 400 were called back for the semi-finals, which started Feb. 10. The final winners, one man and one woman, will each receive a 13-week contract to sing over WBBM at $100 per week.

Staff Personnel Named To Direct Government's Radio Workshop Project

PERSONNEL of the Educational Radio Project, being conducted by the U. S. Office of Education with relief funds of $75,000, was announced Feb. 6 by Dr. J. W. Studebaker, U. S. Commissioner of Education. The effort is one of several educational relief efforts, and has as its objective production of a series of educational programs made possible by the grant from Emergency Relief Funds.

Maurice Lowell, on leave of absence as production director of the Chicago Division of NBC, will head the technical staff, working directly under William Dow Boutwell, editor of *School Life*, official monthly publication of the Office of Education.

Rudolf Schramm, Washington orchestra leader, has been named musical director of the project. James D. Strong, camp educational adviser for the CCC in New York State and later district educational advisor at Fort Ontario, has taken a leave of absence to become project manager, in charge of the radio workshop.

Other officers are B. P. Brodinsky, on leave of absence as associate editor of the United States Society, Washington, and formerly a CCC educational advisor, as station and listener relations director, and Philip H. Cohen, former CCC camp educational advisor, as personnel director.

KFPY
Subscribes to the
COMPLETE
Day and Evening Services of the
United Press

In Addition **KFPY maintains its own reportorial and editorial staff—men of proven ability.**

KFPY Has **the most complete News Service of any news medium in the Inland Empire — which covers Eastern and Central Washington, Northern and Central Idaho, Western Montana.**

KFPY SPOKANE WASH.

Pioneer Broadcasting Station of Spokane and the Inland Empire $300,000,000 Trading Area.

Sell The Southwest with
SBS
Twelve Major Stations for Twelve Major Markets!
SOUTHWEST BROADCASTING SYSTEM
General Offices — Fort Worth

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

BorrowedProgram Criticized by FCC

Unfair Use of Baseball Series Is Held Deceptive to Public

BROADCASTING an account of an event by using the program of another station as a basis of information is not a technical violation of the Communications Act but is dishonest in nature and an unfair utilization of the results of another's labor, the FCC Broadcast Division ruled Jan. 28 in a statement explaining its decision renewing the license of WOCL, Jamestown, N. Y.

In the statement the FCC reviewed facts in the application of A. E. Newton, WOCL licensee, for renewal of his license to operate on 1210 kilocycles with 50 watts. The application, filed Sept. 26, 1934, was set for hearing which was held Oct. 23, 1935, to determine the character of WOCL programs and to determine if the station had violated Section 325 of the Communications Act which prohibits rebroadcasts without authority of the originating station.

Baseball Program

THE Broadcast Division found that WOCL in 1934 had broadcast a report of a world series baseball game, the announcer getting his information from a headset receiving signals from WGR, Buffalo. A running account of the game was given WOCL listeners, it is stated, on the basis of the WGR broadcast as well as other programs and a scoreboard. No transmission of signals of another station was shown. WOCL, it is added, made no announcement as to the origin of the program.

The statement of facts concludes:

There appears to have been no court ruling on the matter involved, but a decision of the Federal Radio Commission, with which this Commission is in accord, dealt with issues which appear to be quite similar to the facts involved here, in ruling on the application of Radio Station WCOL, to which reference is made in the Second Annual Report of the Federal Radio Commission, at Page 153. The conclusion of that Commission, in that case, on the construction of Section 28 of the Radio Act of Feb. 27, 1927, which carries the same language as Section 325 of the Communications Act of 1934, was that rebroadcasting meant that the station engaged therein actually reproduced the signal of another station mechanically or by some other means, such as feeding the program received directly into a microphone. From a strict standpoint, the receiving of a program of another station over an ordinary receiving set and then restating the information thus received over the microphone does not constitute a violation of Section 325 of the Communications Act.

However, it is not inappropriate to observe that the production of programs by a radio station calls for the exercise of creative faculties and the outlay of funds for the employment of talent,—the preparation and planning of the broadcast and the employment of persons trained and qualified for their particular duties. When, therefore, a station engages in the practice here involved, its conduct is inconsistent with fair dealing, is dishonest in nature, and amounts to an unfair utilization of the results of another's labor. Moreover, the practice is deceptive to the public upon the whole, and contrary to the interests thereof.

While the Commission has experienced difficulty in reaching a determination in this case, it concluded, upon consideration of the entire record, the general qualifications shown and the apparent fact that the practice engaged in is not shown to have occurred more than the instance referred to, that public interest, convenience and necessity will be served by the granting of a renewal of the license, and accordingly so entered its order, to be effective at 3 a. m., Jan. 21, 1936.

Western Farm Hour

THE *Western Farm and Home Hour*, which began its sixth year on Jan. 1, has been extended to a full hour. It is also being broadcast at a new time, Mondays to Fridays, 12:00-1 noon (PST) over KGO and the NBC Pacific Coast network, under supervision of Jennings Pierce, NBC western division director of agriculture. The *Western Farm and Home Hour* now parallels the *National Farm and Home Hour*, after which it has been patterned. Programs each day are divided into three 20-minute periods, the first and third being presented by NBC and the second period — 12:20 to 12:40 — by the U. S. Department of Agriculture under supervision of Wallace Kadderly, its western radio program director.

THE FIRST preparatory meeting for the International Radio Consulting Committee meeting to be held in Bucharest in Feb. 1937, was called Feb. 14 by the FCC. Gerald C. Gross, FCC chief of international communications, called the committee meeting to dispose of preparatory work, which includes technical questions relating to broadcast allocations.

WBS Increases Library By 50% and Uses More Public Domain Numbers

WORLD BROADCASTING SYSTEM will increase by 50% the number of monthly units supplied to stations through its transcription library, World Program Service, effective March 1, it was announced Feb. 11 by Percy L. Deutsch, president. That date also marks the second anniversary of the first recorded library. Two years ago, in March, 1934, WBS inaugurated the service, the forerunner of several similar efforts. Now the WBS library music is heard on 144 stations and comprises over 1200 separate units.

Under the new plan, musical selections will be supplied the stations at the rate of 48 a month—24 on the 1st and 15th of each month. A good portion of the additional units will be devoted to music in the public domain. World Program Service now releases 63 continuities under 21 titles providing 18½ hours of playing time a week. Included in these are four *Red Star Advertising Programs* especially designed for specific classifications. These are *Fashions, Jewel Box, Sports Facts* and *Your Home*. Many stations have placed the Red Star programs with local merchants.

On March 1 production will begin in new WBS quarters at 711 Fifth Ave., New York, former NBC headquarters. Larger studios and the latest developments in processing plants will result in making that address the headquarters of the electrical transcription business, according to Mr. Deutsch.

Democratic Party Pays Obligations to Networks

THE DEMOCRATIC National Committee has paid off its indebtedness of $47,000 due to CBS from the presidential 1932 campaign, it was learned Feb. 12 at the Democratic National Committee. A balance of $54,000 due NBC probably will be paid off within the next fortnight, it was indicated.

The Democratic Committee spent approximately $500,000 for radio during the last campaign. The Republican National Committee, which paid off its obligation to both parties several months ago, expended nearly $100,000 more.

ACTION!

ONE announcement on WTMJ at 9:00 A. M. requesting program opinions brought a baking company 1140 letters postmarked the same day, plus many telephone calls. If you want listener-action, try—

WTMJ
The Milwaukee Journal
Representatives, Ed. Petry & Co.

The MUSIC SITUATION . . .

The current radio situation has created little or no confusion among the stations subscribing to transcription productions of the Radio Transcription Company of America.

The reason is simple. Over a long period of years TRANSCO has used much original music for themes, interludes and most of its various recorded series. The numbers were composed and arranged specifically for productions of this organization and for radio performance.

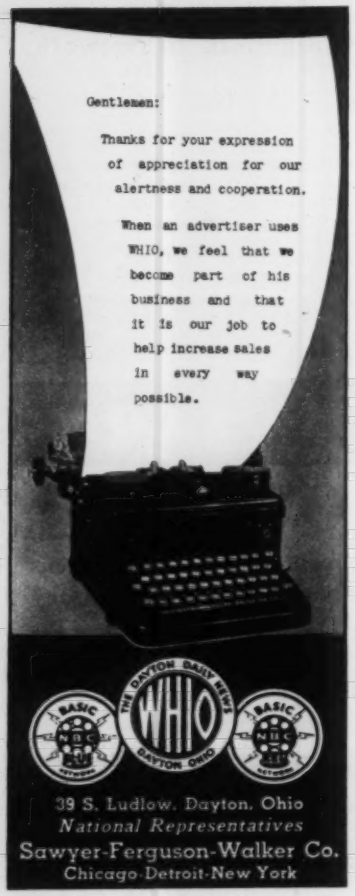
In its Hollywood headquarters the Radio Transcription Company has hundreds of programs, covering a wide variety of content and artists, with music that is unrestricted for broadcast purposes.

Stations interested in programs with musical numbers that are not subject to restrictions and performance fees can write to TRANSCO and ask to have one of its traveling representatives call at the earliest possible moment. He will audition programs, advise you how to sell them to a local sponsor, and tell you the price.

RADIO TRANSCRIPTION COMPANY
OF AMERICA, LTD.
HOLLYWOOD OFFICE 1509 N. Vine Street ● CHICAGO OFFICE ● 666 Lake Shore Drive

KVI
COVERING THE TACOMA SEATTLE MARKETS
SEATTLE
TACOMA
FREE & SLEININGER INC.
National Representatives

KVI guarantees
. . . The most complete coverage of any station, regardless of power, in the Pacific Northwest.
1000 watts 570 kc.
Pioneer CBS Station in the Pacific Northwest


Gentlemen:
Thanks for your expression of appreciation for our alertness and cooperation.
When an advertiser uses WHIO, we feel that we become part of his business and that it is our job to help increase sales in every way possible.
THE DAYTON DAILY NEWS
WHIO
DAYTON OHIO
BASIC NBC
BASIC NBC
39 S. Ludlow, Dayton, Ohio
National Representatives
Sawyer-Ferguson-Walker Co.
Chicago-Detroit-New York

A Survey of Surveys

By STATION BREAK

"PERHAPS through your column I can secure the answer to a question which has been bothering me for some time," the executive of a leading station pays us the compliment of writing, and then proceeds to outline the following problem.

* * *

"LIKE many other broadcasters, I have been giving considerable thought to the prospective establishment of an ABC for radio and trying to hit upon the ideal survey method which will satisfy everyone concerned with station coverage and 'circulation'.

"Naturally, the starting point for any such development, is the methods which have been utilized in the past. And what I want to find out is how the *agency* men view the NBC, CBS, and WOR methods . . . To which do they attach the greatest significance, and why?"

* * *

FOLLOWING this our correspondent propounds another question, closely related to the foregoing one. "Incidentally, while on the subject of surveys, what do you think of (! ** !) telephone surveys? One that has just come to my desk set my blood boiling. It contained beautiful tables of percentages to 'prove' that the station over whose signature it appeared had most of the audience most of the time, but nowhere in the brochure did it state the *number* of telephone calls made as the basis of the percentage tables, because 'so much data of this type is being put out as a regular service, it needs no elaboration'."

We hope the agency executives will answer the first question themselves. We'll guarantee to print whatever they have to say.

* * *

IN THE MEANTIME we'll venture a guess as to advertising agency opinion. It probably goes something like this: "All of these studies are interesting and undoubtedly valuable. Each one has its strong points, and each its shortcomings. The main trouble is that they're different, and therefore not comparable." . . . All of which points to the crying need of an ABC for radio.

* * *

WE OFTEN wonder how many persons really appreciate the problems involved in the creation of an ABC for broadcasting. Too many, perhaps, are looking for the "ideal survey" which will provide all of the information desired.

* * *

FRANKLY we doubt that such a method exists. Most of the numerous methods applied in the field possess merit when applied for the purpose of securing specific types of information to whose collection they are suited. But, in STATION BREAK'S opinion, there is no single method which will adequately reveal all of the varied information which advertisers and agencies demand, rightly or wrongly, from the broadcasters.

* * *

THERE is only one procedure to follow in the creation of an ABC for broadcasting. The advertisers, agencies and broadcasters first must decide what information is most important to them. In this respect, STATION BREAK humbly suggests up-to-date figures on the number and distribution of radio sets, and information as to basic listening habits, as a highly suitable starting point.

* * *

ONCE a starting point has been determined, the next logical step would seem to be the establishment of the proposed cooperative bureau. It would seem as if a great deal of additional testing and experimentation may be required before a final and comprehensive measure of station circulation is developed . . . that is, if STATION BREAK has correctly analyzed the tenor of the discussions which he has heard among agency executives, research experts and broadcasters. STATION BREAK makes no pretension as a research expert . . . he merely expresses the inquiring lay view.

* * *

STATION BREAK feels fairly certain that the development of an ultimate common circulation standard for broadcasting will require the same kind of painstaking fundamental analysis which preceded the establishment of the Traffic Audit Bureau for the outdoor advertising industry . . . this experimentation to be conducted cooperatively by persons thoroughly versed in both broadcast advertising and research.

* * *

ONE final thought is worth remembering regarding this audit bureau question. Any standard of circulation which you develop necessarily must be an arbitrary one. Even the A. B. C. in the periodical field has had to have recourse to arbitrary standards in the measurement of average circulation. The important thing, therefore, is for the interested groups to decide upon a standard of circulation . . . a definition of circulation. If this is accomplished a lot of waste motion in method analysis might be saved . . . But here again we're treading on dangerous ground. Like everyone else who knows a little about a subject, we think we could write a book about it. Cheer up! We're not going to.

* * *

WE'RE tempted to agree with our correspondent on what he thinks of (1) telephone surveys and (2) surveys which don't tell how they are made . . . especially after viewing some of the glowing examples which come to this office.

* * *

NEARLY 22,000,000 radio homes as against half as many residence telephones tell their own story . . . and the thousands of calls made in a "round-the-clock" survey melt materially when you realize that seldom are more than fifty of them completed in any one quarter hour program period.

* * *

WE'RE even wilder about the failure of surveys to state *specifically* how they were made. There is nothing which makes it more impossible to judge the significance of a survey, or to make possible one's having confidence in it, than to find it impossible to determine how it was made, by whom, and exactly how it was put together. As far as we can determine, the difference between good and bad research is not so much the method as to how carefully and painstakingly it was applied. You can't tell that, if the research doesn't let you in on the secret.

Business in NEBRASKA is Swell, Thank You!

We farmers out here in Nebraska sure have the jack this year — by heck!

According to Old Man Babson, himself — Nebraska shows a gain of 88% in Crop Value over last year — THIRD LARGEST INCREASE among all the states! Nebraska is now FIRST in Farm Income, per capita! And you'll have to admit — that's SOMETHING!

Be Sure Nebraska is on Your SPOT [RADIO SCHEDULES

Get your message over to Nebraska folks via Spot Radio Advertising — and CASH IN! Checking records of many national advertisers show Nebraska is tops for results — and low cost.

We would really like the opportunity of telling you our Nebraska Spot Radio Advertising story. It's good! Just drop a line to the association office—or any individual station shown below. Thanks.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

KOIL, Omaha, Nebr. and Co. Bluffs, Ia. — KFAB, Omaha, Nebr. and Lincoln, Nebr.
KFOR, Lincoln, Nebr. — WOW, Omaha, Nebr. — WJAG, Norfolk, Nebr. — KGBZ, York, Nebr.
KMMJ, Clay Center, Nebr — KGFW, Kearney, Nebr. — KGNF, North Platte, Nebr.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

NOW
A Special Rate On
INTERNATIONAL NEWS
Sponsorship
WLBC - - Muncie

RADIO STORM AIDS
WFBR Serves as Link During Isolation of Islands

WFBR, Baltimore, served as the official link with the outside world for 1500 persons on Smith and Tangier islands in Chesapeake Bay when the islands were isolated by storms and ice early in February. The islanders were informed when arrangements had been made to send food, medicine and doctors by plane and blimp.

Messages flown from the island and phoned to WFBR served to give relatives and friends messages from the inhabitants. Tangier Island merchants were told that a Coast Guard boat was on its way with food.

During a subzero blizzard Feb. 9, WOOD-WASH, Grand Rapids, Mich., kept in constant touch with utilities, transportation companies, school and city officials and food suppliers. Frequent bulletins were broadcast and special telephones were installed to handle a flood of calls. A summons for WPA crews to aid railroads brought out more men than could be used.

WHO, Des Moines, started a campaign to obtain funds to aid wild life, deprived of normal food by one of the worst storms in Iowa history. The campaign was directed by H. R. Gross, WHO news editor. Several thousand dollars in contributions were raised.

CBS Nears Its Record

OFF to a flying start for 1936, CBS came within striking distance of its all-time network revenue record during January when it grossed $1,901,023. This was 7.5% ahead of January, 1935, but it fell slightly under the CBS total for October, 1935, which was $1,930,512 and which stands as the record month in network radio. NBC figures for January were unreported as BROADCASTING went to press, but MBS reported a January gross of $157,720.

MBS Show Till 4 a. m.

STARTING Feb. 22, Mutual Broadcasting System is planning a Saturday night series of dance band programs lasting until 4 a. m. Success of all-night programs in other cities, notably in New York and Chicago, has led the MBS directors to attempt the experiment on a weekly basis for an indefinite period, and bands are now being lined up. It is not announced whether MBS will offer the programs to other stations than those in its basic four-station hookup, but it is expected the programs will be made available for sponsorship.

MAKE YOUR RECORDINGS in CLEVELAND

WIDE RANGE HIGH FIDELITY RECORDINGS

GENERAL BROADCASTING SYSTEM
[illegible] Carnegie Ave., Cleveland, Ohio

Fire and Sponsor

WHEN fire broke out in the United Bldg., New Britain, Conn., WNBC obtained sponsorship of its two-hour description from a local insurance company. WELI, New Haven, picked up part of the account.

NBC Recording Discounts

QUANTITY discounts, effecting reductions up to 25%, have been established by NBC for "reference recordings", it was announced Feb. 12. These instantaneous acetate recordings of NBC network or audition programs by direct wire range from $10 for one to 12 recordings of five minutes each to $22.50 for 52 to 103 of the full-hour recordings. RCA Victor recordings of 15 minutes or less are $45 with an additional $45 for each master recording off wire lines.

Won't Pay Admissions

NEW YORK did not take well to the paid admission idea undertaken by WOR last month in staging its *Opry House* in the 80-seat Mutual Playhouse atop the Amsterdam Theater Bldg., charging 85 cents. The show was discontinued after two performances, at the first of which only half the house was full and an even smaller number at the second. The idea has been promoted with success by WLS, in Chicago, but was not popular in New York, possibly because of the 15-cent movies nearby and because of the fact that George White's Scandals was playing in the theatre on the ground floor. The late hour, 9:15 p. m., may also have been a factor.

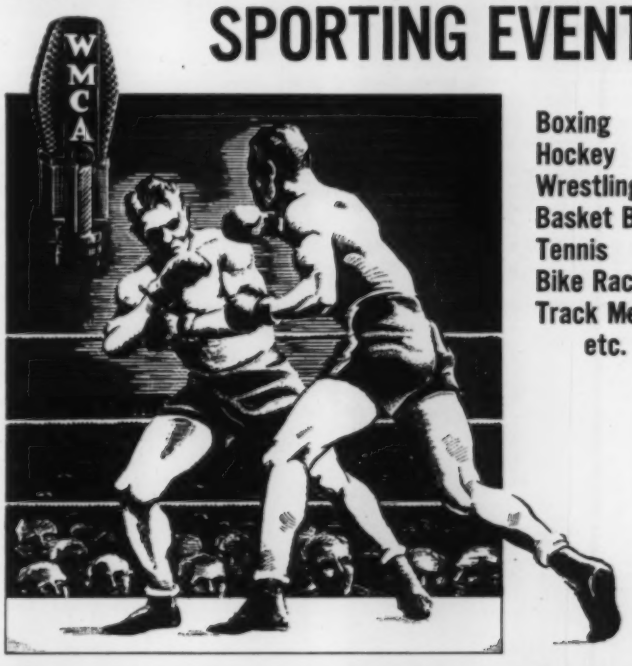
PERCY L. DEUTSCH, World Broadcasting System president, left New York Feb. 14 for a month's sojourn in Hollywood, during which time he will bolster Pacific Coast activities of his company, particularly on the program recording end. Pat Campbell, Pacific Coast vice president of WBS will confer with Mr. Deutsch in connection with the projected expansion.

NBC Will Rebroadcast Arlington Time Signals

TIME SIGNALS from the U. S. Naval Observatory in Washington, already being picked up on short waves from Arlington and rebroadcast locally by many stations, will be carried on the combined NBC networks as a regular feature starting Feb. 17. They will be heard by NBC listeners for 30 seconds from 11:58 a. m. daily, being picked up by NBC from one of the six frequencies broadcasting them simultaneously—64, 113, 690, 8150, 12225 and 16300 kc. The times are sent out by automatic transmitters from the Naval Observatory and are based on astronomical calculations that give EST accurately to within one-thousandth of a second. Complete schedules of time signals, frequencies and hours of transmission are available from the Observatory at Washington.

NEW YORK University on Feb. 7 started an advanced course in radio writing under the direction of Bernard Platt.

MADISON SQUARE GARDEN SPORTING EVENTS



Boxing
Hockey
Wrestling
Basket Ball
Tennis
Bike Races
Track Meets
etc.

AN EXCLUSIVE WMCA FEATURE!

• Action broadcasts direct from ringside at Madison Square Garden is but one of the reasons why WMCA is so popular with sports-loving New Yorkers. Several of these outstanding features are available for sponsorship! Phone or wire for price details.

KNICKERBOCKER BROADCASTING COMPANY, Inc.
WMCA BLDG. 1697 BROADWAY AT 53RD STREET NEW YORK
CHICAGO OFFICE: 360 North Michigan Avenue Ray Linton, Manager

Rio Grande Expands

RIO GRANDE OIL Co., Los Angeles, on Feb. 6 added KNX, Hollywood, and KSFO, San Francisco (Western Network) to its *Calling All Cars* series broadcast on eight Don Lee-CBS stations and on 13 Southwest stations by transcriptions. The new program will be keyed from KNX, using live talent on different nights from the Don Lee programs. Dramatizations will continue on the Don Lee-CBS stations with former outstanding programs being repeated for Western Network, which has a one-year contract. Hixson-O'Donnell Inc., Los Angeles, is the agency.

ACCURACY

FREQUENCY CHECKS

"A Man Is Known by the Company He Keeps"

We are proud to keep company with such representative stations as: WKY, WNAX, KLZ, KGNC, KVOD, KMMJ, KSCJ, WSUI and MANY others.

Single Measurements ------$1.75 Each

Weekly Measurements ----$5.00 per Mo.

COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

Warner Houses Sue for Millions

(Continued from page 7)

the infringement occurred on Jan. 1 and 2 in broadcasts originating over WMAQ, Chicago.

Among other recent suits was one filed Feb. 7 by Remick against WMCA for allegedly using the tunes *Chinatown My Chinatown*, on Jan. 6; *Cryin' for the Carolines* on Jan. 27; *Nagaski* on Jan. 1; and *I Wanna Bounce Around With You*, on Jan. 2. A total of $20,000 was asked or at the usual maximum of $5,000 per infringement.

Witmark filed suit against WNEW, New York, Feb. 7, seeking $5,000 for alleged infringement of *I Like Mountain Music.*

The court has granted most of the New York stations extensions of time in filing their answers. CBS, NBC and WHN have procured extensions until March 2 on the earliest of the suits filed against them.

The view that the Warner effort is to bedazzle stations with the enormity of the suits is being expressed in network quarters. CBS, for example, on Feb. 10 notified its stations that its investigation thus far indicate that Warner's has been "mistaken" in the alleged infringements specified in notices sent to CBS affiliated stations.

Whether the networks will defend their affiliates in such actions has been a question raised during the present situation. Network contracs, it is understood, do not cover such protection at this time.

Previously, suits had been filed against NBC, a half-dozen independent New York stations, and stations in Philadelphia. In two cases both advertisers and agencies were joined in the proceedings.

On behalf of the networks it is stated that ASCAP, under its contract, will defend the infringement suits. ASCAP has maintained that, because of its contracts with composer members of the Warner group, it is still privileged to license small performing rights covering radio and that the clearing of these will be adjudicated. It is estimated that perhaps two years will elapse before the first of these infringement claims can be adjudicated.

Serious question also arises over the Warner subsidiaries' right to sue stations on the networks for infringements, and particularly at the maximum possible claim of $5,000. An innocent infringement, if proved, automatically carries a $250 damage award under the present law.

Some 240 stations have contracts with Warner to perform their catalog, representing, it is understood, between 25 and 40% of all of the former ASCAP catalog. These contracts, under which average stations pay four times their highest quarter-hour rate per month, terminate March 31. These contracts, however, carry provisions that steps will be taken prior to that time to work out some permanent form of contract, looking toward a "per piece" method of compensation.

Warner has sent to all licensed stations, it is reported, catalogs of their compositions to which they claim clear title. The Warner houses withdrew from ASCAP because they felt they were not receiving a sufficiently large slice of the ASCAP intake, getting about $340,000 last year, for themselves, while their composer members received a corresponding amount.

Reported repercussions in Tin Pan Alley, which admittedly is suffering unprecedented agonies, are that the Warner executives are showing deep concern over the loss of popularity of their music and the lack of publicity they are receiving over the air because of the networks' failure to perform Warner show music, along with a sizable group of stations. In one quarter it was said that since Dec. 31, when the networks ceased performing Warner music, not a single Warner number has been among the "hit" tunes. All of this is thought by observers to give credence to the persistent reports that the Warner houses will eventually return to the ASCAP fold.

Resentment Appears

THAT the Warner infringement suits, even against stations which have its license but which happen to be on the unlicensed networks, is arousing feeling in those quarters has been clearly indicated. E. E. Hill, director of WORC, Worcester, Mass., on Feb. 3, called Warner to task on this after having been notified that as a member of CBS, it had infringed a Warner number fed from some other station. He wrote:

As you well know, we cannot control the selection of compositions sent to us over a network, nor have we any intention of trying to do so. We are paying you a sizeable monthly fee for the right to broadcast the music of your subsidiaries and we, therefore, assume that we have that right.

If, however, we are to be sent an infringement notice every time we innocently broadcast a composition from a source over which we have no control, we fail to see the worth of your licensing agreement. It is, to say the least, questionable practice to bother those who are doing business with and paying tribute to you. It is entirely up to you to arrange licensing agreements with the networks. If you are unable to do so, then why irritate those with whom you have such agreement?

We ask you to bear in mind these four things:

1. Broadcasting your music is of greater advantage to the publishers than to the broadcasting stations.

2. We are not only paying you well for the privilege of using your music, but in addition, are put to the considerable inconvenience and expense of compiling and sending to you a complete list of our programs and musical selections played, even though you have no control whatever over the majority of them.

3. Our records show that we are paying you over two dollars for each selection played which your subsidiaries control or claim to control.

4. You "demand" that we refrain from further violation of the rights of your subsidiaries. Therefore, we *demand* that you rearrange the terms of your license so that it may be of some practical value and protection to the licensee.

MRS. FRANK HAWKS, wife of the flier, was one of the first prize winners in the *Eno Effervescent Salts-Crime* clues contest on the sponsor's NBC-WJZ program.

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents
Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
(Interchangeable with U. V. 857 and W. E. 366A)

● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

NAB Board Acts on Copyright

(*Continued from page 8*)

diminution of its repertoire consequent on the withdrawal of the Warner Brothers group be declared to be "arbitrary and unjust".

The last recommendation adopted was that the officers and directors "be authorized and instructed to take any and all necessary and proper steps to put the foregoing policies into effect."

Protracted and heated debate preceded the votes on the recommendations rejected. First came one reading as follows:

"That those provisions in network-affiliate contracts requiring affiliate stations to have ASCAP or other licenses be declared to constitute an undue burden on affiliate stations, a serious obstacle to successful negotiations both in behalf of affiliate stations and of all other independent stations, and an unfair weapon in the hands of ASCAP and the networks, and such provision should be eliminated from said contracts".

Network Affiliates

THIS reopened the old controversy about NAB participation in matters concerning contractual relations between networks and their affiliates. Mr. Baldwin stated officially that the recommendation was rejected in part because some of the directors construe the network-affiliate contracts to be outside the NAB scope, and in part because other directors believe the same point was covered in the adoption of the recommendation making it the sense of the board that in the case of network programs copyright clearances be at the source.

The next recommendation rejected was that the "Tentative program of activity in behalf of the NAB", submitted by Mr. Baldwin on Jan. 13 and proposing "per piece" as the ultimate solution "be approved as a correct statement of the policies to be followed in negotiating license arrangements with ASCAP and other licensing pools." Mr. Baldwin said this was rejected on the ground that it had already been covered in the adoption of the first recommendation approving and ratifying actions since the last board meeting of the managing director and his advisory committee.

A recommendation in effect endorsing the Warner withdrawal from ASCAP as "wholesome and in the interest of the broadcasting industry" was rejected by a 7 to 6 vote, after there had been a tie vote on it and President Leo J. Fitzpatrick had voted to throw it out.

This proposed recommendation read:

"That the possibility of competition and of a sound basis for compensation offered by the withdrawal of the Warner Brothers group from ASCAP be declared, in the present state of the law and in view of the arbitrary power exercised by ASCAP, to be wholesome and in the interest of the broadcasting industry; that broadcasters be urged to do everything in their power to prevent a forcing of the Warner Bros. group to return to ASCAP, and that any attempt to refuse to deal with the Warner Brothers group for such purpose be condemned."

The recommendation that precipitated the greatest amount of debate before being rejected by an overwhelming vote of 13 to 1 related to the Department of Justice suit again ASCAP and in effect urged its amendment to encompass events since the suit was instituted in the fall of 1934. It was viewed as an unwarranted condemnation of the networks and was rejected because "some of the directors considered it to be too severe an indictment against the network companies and others believed its purpose was served by the adoption of recommendation No. 1 (authorizing Mr. Baldwin to print and distribute the report)."

The recommendation read:

"That the Managing Director be instructed to bring the contents of this report, together with any other facts pertinent thereto, to the attention of the Attorney General; to urge upon the Attorney General the imperative necessity for an immediate study of the Government suit against ASCAP and for a determination whether amendments or new or additional proceedings are necessary or advisable to attain the objectives sought to be accomplished by that suit; and to urge upon the Attorney General the imperative necessity for an early resumption of the prosecution of that suit either in its original or in amended or modified form."

Three other recommendations relating to other phases of copyright were adopted. One instructed him to bend every effort to bring about enactment of the Duffy copyright bill now stymied before the House Patents Committee by its Chairman, Rep. Sirovich (D. New York), who has shown little disposition to push it, despite its passage last session by the Senate. It also instructed him to oppose any attempt to restore the minimum statutory damages for infringement in the bill which takes away from ASCAP and other pools their biggest clubs.

Another recommendation adopted related to the International Broadcasting Union meeting which begins in Paris Feb. 27 and the agenda of which includes copyright. Mr. Baldwin was instructed to take "any steps that may be necessary to protect the interests of American broadcasters in the questions to be discussed and decided" at that session and at the radio conference in Brussels in September.

The board also extended the authority given Mr. Baldwin at the December board meeting to select an advisory committee on copyright.

BULLETIN

DRASTIC parliamentary procedure to force House consideration of the Duffy bill (S.-3047), which passed the Senate last session and which is regarded as the legislative salvation of all copyright users, was launched Feb. 12 by Rep. Zioncheck (D, Seattle). Asserting that Patents Committee Chairman Sirovich was antagonistic to the bill he introduced a petition to have the committee discharged from its consideration, using the procedure seldom resorted to of asking such action after measures have been dormant before a committee for 30 days.

Assailing Sirovich, Rep. Zioncheck asked that House members sign the petition. When 218 signatures are procured the bill automatically comes before the House. If passed by the House it would go to the President for signature. It was likely that victims of copyright tyranny, including broadcasters, motion picture exhibitors and hotels, would immediately throw force beyond Zioncheck's move and seek the necessary signatures to his petition. ASCAP, MPPA and other music pools have been lobbying vigorously against it.

Zioncheck's action followed a telegram from the Washington State Broadcasters Association urging "blasting" of the bill from committee because of the chairman's "unfriendly" attitude. Users of music, said the telegram, have been "victimized for years by music racketeers", whereas the Duffy Bill was said to afford equitable relief. "This is a life and death battle for us," the telegram said.

UNIVERSAL
A. C. Humless
Power Supply

This absolutely silent power unit supplies perfect, pure direct current at 200 v. and 20 mils. *direct* from any 110 v. 50-60 socket — for use with condenser microphones, photo-electric cell amplifiers, etc. Will also supply both A and B-D.C. current to amplifiers of condenser or other type microphones using No. 230 tubes.

Dealer's Net Cash $23.52

UNIVERSAL MICROPHONE CO., Ltd.
424 Warren Lane, Inglewood Calif., U. S. A.

Western Electric's NEW
NON-DIRECTIONAL MIKE

...lets them really gather 'round and sing

$70
(including cord and jack)

Dynamic type... picks up equally well from all directions. Developed by Bell Telephone Laboratories... made by Western Electric... distributed by Graybar. Order yours today.

Western Electric
BROADCASTING APPARATUS

ACTUAL SIZE

SUPREME
DISC NEEDLES
100% Shadowgraphed Inspected

Manufactured especially for use in broadcasting electrical transcriptions and phonograph records.

Nine different specifications from which your engineer can select the most efficient for your particular requirements.

Prices, discounts, and free samples sent upon request.

PHONOGRAPH NEEDLE MFG. CO., INC.
42-46 Dudley Street, Providence, R. I.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

JANUARY 31 TO FEBRUARY 13, INCLUSIVE

Decisions . . .

(No meeting was held Feb. 4.)

FEBRUARY 8

APPLICATIONS GRANTED:

KWJJ, Portland, Ore.—CP new antenna, move trans., studio locally.

WIS, Columbia, S. C.; KOMO, Seattle—Modif. CP extend completion.

WSAY, Rochester, N. Y.—Modif. CP change equip., move trans., studio locally, extend commencement.

WIL, St. Louis; WSYR, Syracuse—License for CP new equip.

KIEV, Glendale, Cal.—License for CP new equip., increase to 250 w D.

KMLB, Monroe, La.—License CP change equip.

WPFB, Hattiesburg, Miss.—License CP new equip., change hours to unltd., move trans. locally.

KHJ, Los Angeles—License for CP new equip., aux trans.

KPRC, Houston — License CP move trans. to Deepwater, new equip., increase to 5 kw D.

KGMB, Honolulu — License CP move trans. studio locally, new equip., increase to 1 kw.

KNET, Palestine, Tex.—License CP new station 1420 kc 100 w D.

KRLH, Midland, Tex.—License CP new station 1420 kc 100 w D.

Standard Radio Inc., Hollywood—Auth. transmit transcriptions abroad.

KDYL, Salt Lake City—Amended CP move trans., new equip., increase from 1 to 5 kw D.

WLBC, Muncie, Ind.—CP change equip., increase to 100 w N 250 w D.

SPECIAL AUTHORIZATIONS: WMFJ, Daytona Beach, Fla., granted auth. use RCA Victor 100-E trans. 30 days; KFSG, Los Angeles, granted extension temp. auth. use trans. of KRKD; WJJD, Chicago, granted temp. auth. use aux. trans of WBBM as main trans. pending removal to Des Plaines; WRAW, Reading, granted temp. auth. 40 w pending repairs; WWRL, Woodside, N. Y., granted temp. auth. spec. hours.

ACTION ON EXAMINERS REPORTS:

WKZO, Kalamazoo—Granted CP move trans., change equip., increase from 1 kw D to 250 N 1 kw D unltd., sustaining Examiner Hill.

NEW, Helena Brdcstg. Co., Helena, Mont.—Denied CP 1420 kc 100 w unltd., reversing Examiner Dalberg.

NEW, Montana Brdcstg. Co., Helena—Denied CP 1420 kc 100 w spec., sustaining Examiner Dalberg.

NEW, E. B. Craney, Helena—Denied CP 1420 kc 100 w unltd., sustaining Examiner Dalberg.

KPPC, Pasadena, Cal.—Granted modif. license from 50 to 100 w Sh.-KFXM, denied CP 250 w D, sustaining Examiner Seward.

KGBU, Ketchikan, Ala.—Granted CP change equip., increase from 500 w to 1 kw N 5 kw D 900 kc unltd., sustaining Examiner Dalberg.

NEW, Eastern Utah Brdcstg. Co., Price, Utah—Granted CP 1420 kc 100 w unltd., sustaining Examiner Seward.

NEW, Wisconsin Brdcstg. Co., Oshkosh, Wis.—Denied CP 1310 kc 100 w N 250 w D unltd., sustaining Examiner Bramhall.

NEW, Edward Hoffman, St. Paul—Reaffirmed grant CP 1370 kc 100 w unltd., sustaining Examiner Dalberg.

ACTION ON CASES HEARD BEFORE BROADCAST DIVISION:

KFYR, Bismarck, N. D.—Granted renewal.

NEW, Ward Walker, Seattle—Denied CP 760 kc 250 w N 500 w D unltd.

NEW, Symons Investment Co., Seattle—Denied CP 760 kc 250 w N 500 w D ltd.

KXA, Seattle—Granted renewal.

MISCELLANEOUS—W C F L, Chicago, granted renewal; KOB, Albuquerque, N. M., granted continuance hearing on renewal applic. to 3-25-36; C. G. Hill, Geo. D. Walker, Susan H. Walker, Winston-Salem, N. C., granted request take depositions; WDOD, Chattanooga, granted petition intervene applic. new station station; Wyoming Tribune Leader & Eagle, Cheyenne, Wyo., denied petition intervene applic. for Cheyenne; WHO, Des Moines, KMMJ, Clay Center, Neb., WLS, Chicago WWVA, Wheeling, granted renewals regular period.

ORAL ARGUMENTS POSTPONED—NEW, 4 applic. Big Springs, Tex., changed to 3-12-36.

SET FOR HEARING: NEW, Emilio Defillo Ramirez, Mayaguez, P. R.; NEW, A. W. Mills, Gallup, N. M.; NEW, Berks Brdcstg. Co., Pottsville, Pa.; NEW, Charles E. Wilkinson, Mason City, Ia.; NEW, Alex F. Suss, Sacramento; WPRO, Profidence, applic. CP new equip., increase power, directional N; WTJS, Jackson, Tenn., applic. CP move trans.; KFBI, Abilene, Kan.; WEST, Easton, Pa.; WIL, St. Louis; KIUN, Pecos, Tex.; WRAX, Philadelphia; WPEN, Philadelphia; NEW, Albert E. Davis, Brownwood, Tex.; Herbert Hollister, Emporia, Kan.; NEW, General Broadcasters, Rossville, Ga.; NEW, Same, Johnson City, Tenn.; NEW, Struble, Strong & Fagan, The Dalles, Ore.; NEW, C. A. Rowley, Ashtabula, O.; NEW, Magnolia Brdcstg. Co., Jackson, Miss.

APPLICATION DENIED—WEDC, Chicago, request temp. auth. spec. hours.

RATIFICATIONS:

KWKC, Kansas City—Granted temp. auth. to Tom Cleveland to operate pending action on vol. assign. license or until executor named Wilson Duncan estate (1-30).

WKBV, Richmond, Ind.—Extension test period (1-27).

WOKO, Albany, N. Y.—Extension test period (1-31).

WJR, Detroit—Reconsidered 3-month extension license and granted regular renewal (1-29).

FEBRUARY 11

APPLICATIONS GRANTED:

WJBC, Bloomington, Ill. — Consent vol. assign. license to Arthur Malcolm McGregor and Dorothy Charlotte McGregor.

WFBC, Greenville, S. C. — Modif. CP change equip.

KMLB, Monroe, La.—Move locally, install new antenna.

WIBA, Madison, Wis.—Extension temp. auth. 500 w N non-directional.

NEW, G. D. Goff, Tampa, Fla.—Reconsidered action denying applic. and granted rehearing.

SET FOR HEARING — NEW, Press Democrat Pub. Co., Santa Rosa, Cal.

APPLICATIONS DENIED:

KARK, Little Rock, Ark.—Auth. operate 500 w N 1 kw D with present antenna pending new antenna.

NEW, Northern Commercial Co., Fairbanks, Ala. — CP 550 kc 250 w unltd. for failure to file appearance.

Examiners' Reports . . .

NEW, North Side Brdcstg. Co., New Albany, Ind.—Examiner Hill recommended (I-188) that applic. CP 1370 kc 100 w 250 w LS unltd. be granted in part, authorizing operation daytime only; request for night operation denied.

NEW, Golden Empire Brdcstg. Co., Sacramento, Cal.; Royal Miller, Sacramento—Examiner Arnold recommended (I-189) that applic. Golden Empire Brdcstg. Co. for CP 1310 kc 100 w unltd. be denied; that applic. Royal Miller for CP 1210 kc 100 w D be granted.

WJAS, Pittsburgh — Examiner Walker recommended (I-190) that applic. CP increase to 5 kw LS be treated as modif. license and granted.

NEW, F. W. Atkinson, Watsonville, Cal. — Examiner Bramhall recommended (I-191) that applic. CP 1310 kc 250 w D be denied.

KRSC, Seattle—Examiner Seward recommended (I-192) that applic. increase from 100 w D to 250 w unltd. be granted.

NEW, E. F. & S. F. Sapp, Waycross, Ga.—Examiner Hyde recommended (I-193) that applic. CP 1200 kc 100 w unltd. be granted.

NEW, Carter & Wolfe, Mansfield, O.—Examiner Walker recommended (I-194) that applic. CP 1370 kc 50 w N 100 w LS be denied.

WTFI, Athens, Ga. — Examiner Walker recommended (I-195) that applic. CP 1450 kc 500 w unltd. and move to Atlanta be granted.

NEW, V. H. Lake, H. E. Stanford, Atlanta—Examiner Hyde recommended (I-196) that applic. CP 1210 kc 100 w D be denied.

Applications . . .

JANUARY 31

WIEK, New York—CP replace trans., increase to 100 w.

WAWZ, Zerepath, N. J.—Modif. license from 500 w 1 kw D to 1 kw N & D.

W8XWJ, Evening News Assn., portable—License for CP gen. exp.

NEW, WSIC Inc., portable — CP gen. exp. 7 w.

KGFG, Oklahoma City — Auth. transfer control to Harold V. Hough.

KGEK, Sterling, Col.—Modif. license re spec. hours.

APPLICATIONS RETURNED — KLZ, Denver.

FEBRUARY 3

W1XAV, Quincy, Mass. — License gen. exp. 100 w.

W3XEY, Baltimore — Modif. CP trans. site.

WIBM, Jackson, Mich. — CP change equip., vertical antenna.

KFYO, Dubbock, Tex.—Vol. assignment license to Plains Radio Brdcstg. Co.

WIOD-WMBF, Miami—CP change equip., move trans. amended to ask temporary basis pending action on applic. 970 kc.

WJBO, Baton Rouge — CP new equip., change from 100 w 1420 kc unltd. to 500 w 1120 kc spec., facilities WGCM.

NEW, Constitution Pub. Co., Atlanta—CP gen. exp. 100 w.

WRDW, Augusta, Ga.—CP change equip. etc., amended to omit directional antenna change from 250 w 1 kw D to 250 w N 500 w D.

NEW, C. W. Snider, Wichita Falls, Tex.—CP 1500 kc 100 w unltd. D, amended to unltd.

KMBC, Kansas City—License aux. trans.

KWKC, Kansas City — Vol. assignment license to Tom Cleveland.

NEW, Black Hawk Brdcstg. Co., Emmons L. Abeles, Sec., Waterloo, Ia. — CP 1370 kc 100 w unltd.

KHJ, Los Angeles—Modif. license from 1 kw to 5 kw D & N.

APPLICATIONS RETURNED — NEW, Fennyvessy Radio Inc., Rochester, N. Y.

FEBRUARY 4

WFBR, Baltimore — Modif. license use present licensed trans. as aux., and aux. as main.; license for CP change aux. equip.

APPLICATIONS RETURNED — NEW, O'Dea Temple of Music, Paterson, N. J.; NEW, Lexington Herald Co., Lexington, Ken.; NEW, Harry G. Green & Vincent Hoffman, Chicago; WCFL, Chicago; WEW, St. Louis.

FEBRUARY 6

NEW, Van Luke Walling, Huntsville, Ala.—CP 1210 kc 100 w unltd.

NEW, Earl Weir, St. Petersburg, Fla.—CP 1370 kc 100 w unltd.

NEW, Voice of Longview, Tex., portable—CP exp. 40 w.

KLZ, Denver—Modif. license to KLZ Brdcstg. Co.

APPLICATIONS RETURNED — NEW, Voice of Corsicana, Corsicana, Tex.; NEW, Walter A. Sommers, Prophetstown, Ia.; NEW, WDAY Inc., portable.

FEBRUARY 8

WLBZ, Bangor, Me.—Modif. license from 620 to 970 kc, unltd. to LS Chicago, contingent grant of new station at Portland.

NEW, Main Brdcstg. Co., Portland, Me.—CP 620 kc 500 w 1 kw D unltd.

WHBC, Canton, O.—Vol. assignment license & CP to Ohio Brdcstg. Co.

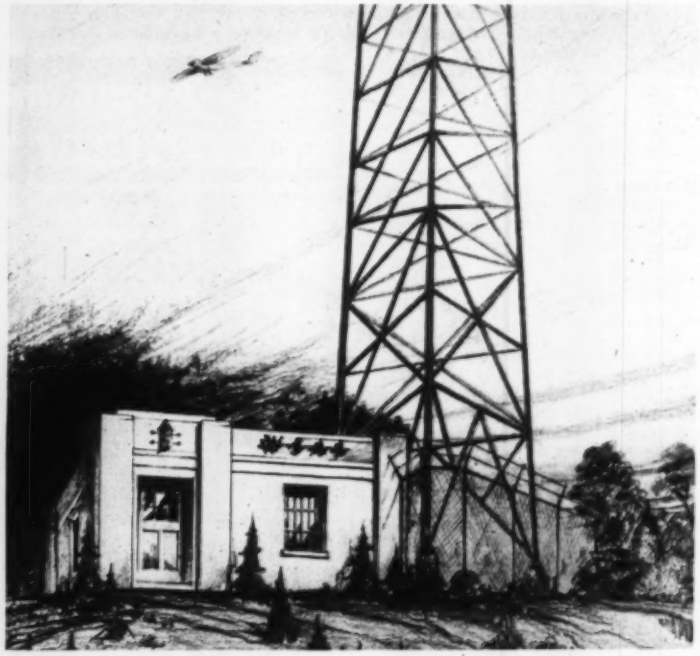
WGL, Fort Wayne, Ind.—Vol. assignment license to Westinghouse Elec. & Mfg. Co.

WOWO, Fort Wayne, Ind. — Consent transfer control to Westinghouse Elec. & Mfg. Co. 800 shares common.

APPLICATIONS RETURNED—WCAL, Northfield, Minn.; WRMD, Frederick, Md.

FEBRUARY 10

WHDL, Olean, N. Y.—CP new equip., change 1260 to 1400 kc, move trans. to Allegany, N. Y., amended re equip., increase to 500 w.



WSAI Transmitter Site to Be City Showplace

THIS is what the new transmitter of WSAI, Cincinnati, will look like when it is completed. Construction was started by Crosley Radio Corp., following FCC approval of the transfer from Mason, O., to Clifton Heights, Cincinnati. New equipment will be installed throughout and the site will be turned into a park.

The Western Electric transmitter will be capable of 5 kilowatts, and is expected to eliminate audible background noises and distortion. A single vertical radiator is planned, of three-cornered type, 230 feet high. It will be located on a high bluff overlooking the downtown section.

"Our policy will be to make WSAI a truly community station, something impossible with our super-powered 500 kilowatt WLW because of the latter's nationwide coverage," said Powel Crosley Jr., president. The plant is being erected under the direction of Joseph A. Chambers, WLW-WSAI technical supervisor, and will be finished in another six weeks.

W1XER, Quincy, Mass.—License for CP gen. exp.

WIOD-WMBF, Miami — CP change 1300 to 970 kc, new equip., amended to 5 kw N & D.

NEW, Winona Radio Service, Winona, Minn.—CP 1200 kc 100 w unltd.

KGHL, Billings, Mont.—CP new equip., change from 950 to 780 kc, from 1 kw 2½ kw D to 1 kw 5 kw D.

NEW, News Press Pub. Co., Santa Barbara, Cal.—CP 1450 kc 500 w unltd.

FEBRUARY 13

NEW, Voice of Corsicana, Corsicana, Tex.—CP 1200 kc 100 w unltd., amended to D.

NEW, Jack E. Brantley, Savannah, Ga.—CP 1310 kc 100 w unltd.

WQAM, Miami—CP new equip.

NEW, Midway Broadcast Co., Eau Claire, Wis.—CP 1310 kc 100 w unltd. amended to 1210 kc 100 w D.

NEW, St. Cloud Brdcstg. Co., St. Cloud, Minn.—CP 1200 kc 100 w unltd., amended to 1310 kc 50 w N 100 w D.

J. LESLIE FOX, director of sales for KMBC, Kansas City, announces the addition of two new members of the sales force. James L. Thompson, formerly with General Outdoor in New York and Chicago, is now in the retail sales department. Wallace J. Stenhouse, formerly advertising manager for Calumet Baking Powder Co. and later with *American Weekly* and Barron Collier, has entered the regional sales department.

INSULATORS
for every
Broadcasting Requirement
LAPP INSULATOR CO., INC.
LeROY, NEW YORK

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Operators
. . . who want to become ENGINEERS
Today the fate of a broadcast program depends upon the skill of the control operator . . . BUT, circuits and equipment that will automatically monitor transmitter programs are already practical, and the control operator is destined to lose his importance . . . unless he prepares himself with TECHNICAL TRAINING to step into an engineering capacity. Let us tell you how.

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CREI graduates will soon be available to particular executives who require highly trained engineers. These men have the necessary training and background to fill your most exacting requirements. You are invited to write for detailed descriptions of these men.

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WASHINGTON, D. C.

Writes Winchell:

CARL HOFF, the NBC *Hit Parade* maestro, relayed this one last night. The prison warden, surrounded by the chaplain and two solemn-faced guards, stopped in front of the condemned man's cell.

"The governor has turned down your plea for a reprieve; there's no more hope," the warden intoned.

"Well," sighed the prisoner, "I guess all that is left for me to do is to sing 'Hallelujah'."

"You can't even do that!" shouted another condemned man (a song-plugger) in the next cell "that's a restricted Warner tune!"

Regular Renewals Given Five Stations Which Used Insurance Concern Spots

REVERSING original recommendations of its law department, the FCC Broadcast Division on Feb. 8 set aside its action of the preceding meeting day under which five stations had been given temporary license renewals because of an insurance company program.

The stations thus given regular renewals are WHO, Des Moines; WLS, Chicago; KMMJ, Clay Center, Neb., and WWVA, Wheeling, W. Va., all of which had been given 90-day licenses in lieu of the regular six-month renewals on Jan. 28. WJR, Detroit, also had been given a temporary renewal at that time, but this action was rescinded the following day upon petition of the station, which showed the program had not been broadcast during the previous license period.

The temporary licenses in these cases had been ordered because the stations had broadcast the spot programs of the Sterling Casualty Insurance Co., of Chicago. However, there was no citation of any character against the company, and this fact was brought to the Division's attention by counsel of certain of the stations. It was ascertained that the company was being "investigated" by the Postoffice Department, evidently upon a complaint filed with it.

The Department, at that time, however, stated that its inquiry had not been completed and that it could make no statement in connection with it. No estimate was given as to when the inquiry might be completed.

While no official statement was made, the FCC reversal evidently was based upon the theory that there was not adequate evidence upon which to warrant issuance of temporary licenses to the stations.

REMOVAL of WTFI, 500 watt full-time regional, from Athens to Atlanta, Ga., was recommended to the FCC Broadcast Division Feb. 13 by Examiner Ralph L. Walker.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

TAX IN HAWAII
Some 3,000 Set Owners Pay the New Levy on Radios

IN HAWAII listeners are voluntarily paying 50 cents a year tax for the pleasure of listening to programs and to clear up interference. Hawaii's new radio tax bill fixed a rate of 50 cents per set per year, but failed to include an appropriation to carry out the law. Tax collectors felt the law would be disregarded since they could not enforce it.

Instead, during the first 12 days of January, more than 3,000 set owners voluntarily walked into the tax office and paid—many of them for two years in advance. Hawaii has two stations, KGMB, on the CBS network and KGU, on NBC, both being in Honolulu. Late this month, KHBC, a 100-watter, will begin operation on Hilo, 200 miles from Honolulu, and will be linked by telephone line with KGMB.

A. T. & T. Rate Case

A HEARING on the protest on telephone line rates for broadcast purposes appeared certain before the FCC Telephone Division as a result of an answer filed by the A. T. & T. Feb. 12 to the complaint of WCOA, Pensacola, Fla., alleging rates are unreasonable. A. T. & T. denied the charge made by WCOA through its counsel, former Senator C. C. Dill, confining its statements wholly to rates it charged CBS for lines and which it is alleged CBS passed along to its affiliated stations.

BRAZIL

THE best Quartz Crystal comes from Brazil . . . and that's the kind we use in making our Pieso Electric Crystals. Accuracy guaranteed to BETTER than .01%.

CRYSTAL SPECIALISTS
SINCE 1925

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals.....$90

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Send for our price list and booklet
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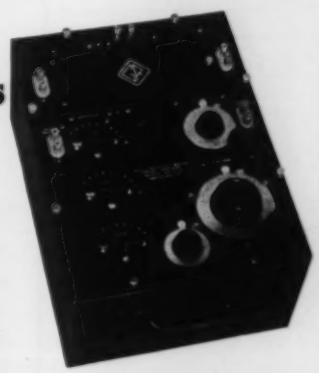
Antenna Measurements



The General Radio Type 516-C Radio-Frequency Bridge supplies the radio station engineer with an exceedingly simple and accurate means of obtaining all of the important characteristics of the antenna. In addition this bridge is useful in a number of other measurements around the station, such as the determination of inductance and choke coil frequency characteristics, and the inductance and power factor of all classes of radio-frequency impedances.

The Type 516-C Radio-Frequency Bridge is priced at $225.00.

Write for Circular 72-B for complete details

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G. BENNETT LARSON, formerly radio director of Joseph Katz Co., New York, has joined the radio department of J. Stirling Getchell Inc., New York, and will be a member of the production staff of the new CBS Ed Wynn show sponsored by Plymouth Motor Corp.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

OTHER FELLOWS' VIEWPOINT

Disappointed

To the Editor of BROADCASTING:

I was very much disappointed on reading your feature story regarding the clarification of rule 176, to note that you had said very little about the efforts made by the Independent Broadcasters.

As you may remember, at the hearing on June 20 I appeared with counsel (George O. Sutton) representing 40 odd independent stations and petitioned the Commission to clarify and modify the ruling on both transcriptions and phonograph records. We even offered in writing a suggested ruling which was favorably received by the commissioners.

Because the new 176 ruling follows our suggestions almost en toto the Independent Broadcasters feel that the greatest credit for the victory is ours and not the World Broadcasting System.

Again, 40 odd Independent Broadcasters contributed financial aid toward that hearing and I feel that we should have been given a more prominent place in the story.

Please do not misunderstand me, neither George Sutton nor myself are hunting publicity, but because of the above facts, I think it is only fair to my organization that our efforts in this case be properly publicized, and I believe I can depend upon you to give us proper credit in your next publication.

E. A. ALLEN,
President, National Independent Broadcasters, Inc.
Feb. 8, 1936.

Takes Issue

To the Editor of BROADCASTING:

I desire to take issue with you in your editorial of Feb. 1 entitled "Unshackling Spot" as to "whether the FCC acted wisely by including phonograph records for announcements at 15-minute intervals." You state that phonograph records are not made for broadcasting purposes exclusively, but you are no doubt cognizant at the same time that phonograph records are being used on 50 kilowatt stations down to the 100 watt stations.

In my opinion the Federal Communications Commission did the best thing they could do when they liberalized Rule 176. This new ruling is fair to all classes of stations and should be a boon to the radio broadcasting industry.

JAMES R. CURTIS, *President*,
KFRO, Longview, Tex.
Feb. 5. 1936

The March of Time

REMINGTON RAND Inc., Buffalo (typewriters) is renewing the *March of Time* series on CBS, Mondays through Fridays, 10:30-10:45 p. m., on a week-to-week basis. Since last December Remington Rand has been carrying the full cost of the program. Prior to that date Time Inc., was a co-sponsor. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

New C. P. Policy

ANNOUNCEMENT was made Feb. 4 by the FCC that the Broadcast Division on Jan. 21 adopted a policy relating to applications for construction permits under which it will require selection of a definite site and full details on applications specifying a directional antenna installation. The new policy reads: "No application for a construction permit specifying a directional antenna will be accepted by the Commission unless a definite site and full details of the directional antenna are given with the application. Any application not complete in these details will be returned to the applicant as 'incomplete' under Rule 104.1 and 103.9."

Two Test Campaigns

TWO new spot programs which may go network have been booked on key network stations in New York. Sterling Products Inc., New York (Calirad wafer) starts a dramatic series on WABC Feb. 17, five days a week, thru Blackett-Sample-Hummert Inc. Thomas J. Lipton Inc., New York (tea) on Feb. 16 starts Ralph Kirbery, singer, on WJZ, three times weekly, thru Frank Presbrey Co. Inc.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Situations Wanted

Is your station profitable? I produce profits—fully qualified promotion, production—best references, employed network—prefer East. Box 442, BROADCASTING.

Licensed Technical Director and Operator for small station. Married: age thirty-three; reliable; efficient with executive experience. With last employer over five years as technical director. Twelve years' broadcast experience. Box 443, BROADCASTING.

Operator, graduate of R. C. A. Institutes; now employed as engineer of small station. Young, ambitious, conscientious; good references and willing to start for small salary. Box 446, BROADCASTING.

Engineer and control operator, now employed. Seeking opportunities with progressive station. High and technical school graduate. Nearly five years at present position. Married, twenty-nine years old. First class radiotelephone - radiotelegraph license. Good background of design construction, repair, correction for high fidelity, etc. Owns necessary equipment to run fidelity curves. Excellent references. Box 444, BROADCASTING.

For Sale

Western Electric modified 100 - 250 and 500 watt transmitter automatic crystal control. Passes all requirements of F. C. C. Pictures and engineering data on request. Will sacrifice. Cash or terms. Station WIL, St. Louis, Mo.

Wanted To Buy—Equipment

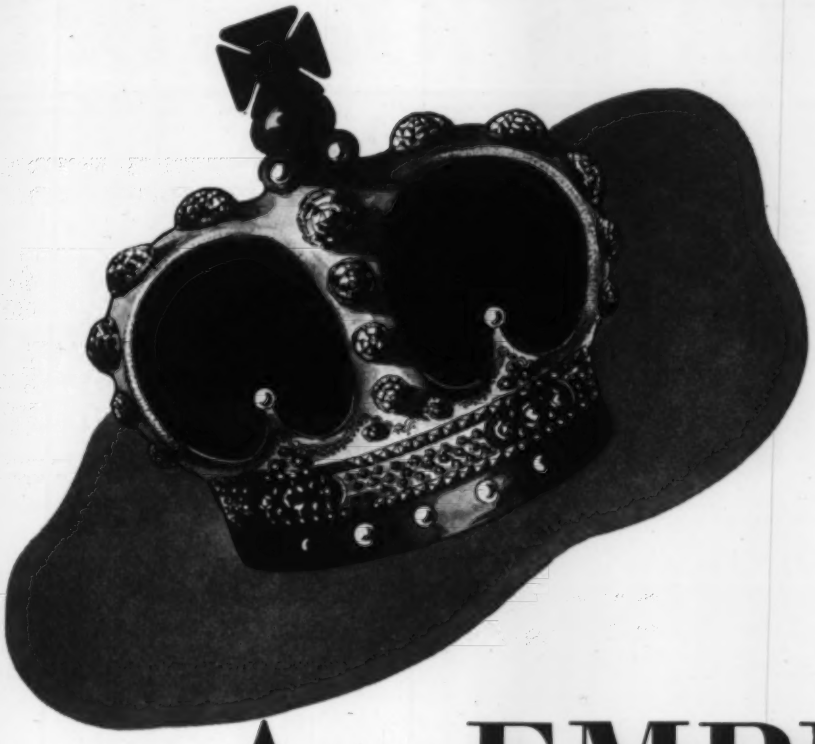
UZ-4210 R. C. A. transcription turntable. Address Box 445, BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Wanted To Buy—Station

Wish to purchase part or whole interest in station now in operation. Box 440, BROADCASTING.



An EMPIRE within an Empire . . .

The Domain of WGY

WGY

50,000 WATTS

SCHENECTADY

In the heart of the Empire State, station WGY dominates not only the rich central and eastern New York areas but also western New England. Its empire is the Great Northeast, a particularly fertile group of markets including Schenectady, Albany, Utica, Troy. Without major competition, WGY is a sales "must" if you would sell this great territory.

WGY is one of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York • **WMAQ, WENR,** Chicago • **WTAM,** Cleveland • **WBZ-WBZA,** Boston and Springfield • **KDKA,** Pittsburgh **WRC, WMAL,** Washington • **KOA,** Denver • **KPO, KGO,** San Francisco